

SEPTEMBER 24, 1984

\$1.75

# TIME

**SHOWDOWN AT GM**  
Zeroing In  
On Job  
Security



**America's Upbeat Mood**

**I ♥ U.S.**



# Technical genius in a camera

When you're caught in the rush of a visual idea, that's no time for a camera to get in your way.

Polaroid cameras are designed to free you from the technical gobbledygook, so you can get on with creating the pictures.

But that doesn't mean they're "simple cameras".

What goes on inside our Polaroid 660 Autofocus, represents some of the most ingenious thinking found in any cameras on the market.

*The water-thin PolaPulse battery.  
Fresh power in every film pack.*



*The Polaroid transducer.  
For trouble-free automatic focusing.*

today.

Its built-in flash does more than just help out in low light. It improves your pictures in most every situation.

Like an afternoon at the beach. Or

under a blazing midday sun. Anywhere hard shadows can make good pictures look bad.

The 660 Autofocus measures available light, then subtly blends in enough flash to soften shadows for a sharp, clear image.

But some things no cameras can do, not even ours.

The artistic decisions—composing a picture, expressing your own personal vision—those pleasures will always be yours.

What's nice about doing them with a Polaroid camera is knowing the camera will never get in your way.



## to bring out the artist in you.

*Reproduced from unretouched Polaroid photographs.*



## COVER: The U.S. outlook is upbeat, 10 thanks mainly to the slam-bang economy

The Olympics were a smash, Ferraro and Jackson are salutary symbols, Old Glory is being waved like crazy. After years of confusion, America feels fat and sassy, loose and sure-footed. The presidential candidates are playing capture the flag. The new mood could lead to complacency or jingoism, but for now it is as refreshing as a summer romance. See NATION.



## NATION: Catholic bishops press 18 the abortion issue in the campaign

Mario Cuomo and Ted Kennedy defend Geraldine Ferraro's position on the difference between religious beliefs and public duty. ▶ Democratic Nominee Mondale takes the risk of outlining his proposed tax boosts. ▶ Soviet Foreign Minister Gromyko will meet with Reagan in Washington. ▶ The campaigns for Congress and statehouses begin to heat up across the nation.



## BUSINESS: Autoworkers strike 52 at key plants, putting pressure on GM

After hitting a deadlock in contract talks, some 60,000 of GM's 350,000 hourly workers walk out of 13 plants. Their strike is expected to halt the deliveries of some of the most popular models. The walkout is an enormous gamble by the union, which is trying to force GM to protect the jobs of its members. ▶ TIME's economists see steady growth ahead but warn about deficits.



### 34 World

As black rioting continues in South Africa, P.W. Botha gains new powers under a constitution that also grants Indians and coloreds a voice. ▶ At last, Israel gets a government. ▶ Malta's Dom Mintoff takes on an old enemy. ▶ King Hassan II of Morocco demonstrates his skills as a survivor. ▶ Soviets claim Sakharov is out of the hospital.

### 48 Religion

On his first preaching tour in the U.S.S.R., Billy Graham stirs believers. ▶ A secularizing Canada warms to Pope John Paul.

### 68 Living

A self-described fashion-nymphomaniac, sleek, irreverent Designer Karl Lagerfeld seems never to be spread too thin or too rich.

### 62 Law

After a libel battle fought over his theories about black genetic deficiencies, William Shockley wins damages of \$1.

### 70 Cinema

Writer-Director Robert Benton (*Kramer vs. Kramer*) brilliantly evokes Texas past in the fall's most affecting film, *Places in the Heart*.

### 64 Sport

Baseball's bright new stars are changing the game, among them Ryne Sandberg, Dwight Gooden, Tony Gwynn and Don Mattingly.

### 79 Essay

The line separating church and state has been crossed in the campaign. But these incursions involve border rectification, not war.

5 Letters  
8 American Scene  
50 Art  
65 Press  
67 People  
73 Education  
74 Books  
77 Medicine  
80 Milestones

Cover:  
Designed by  
Tom Bentkowski



© Lorillard, U.S.A., 1994

4 mg. "tar," 0.5 mg. nicotine  
av. per cigarette by F.T.C. Method.

**Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.**

# NEW DELUXE BOX KENT III



100s

## A Letter from the Publisher

Do readers know who Madeleine Kunin is? Or Edward DiPrete? Probably not, unless they live in Vermont, where Kunin is running for Governor, or Rhode Island, where DiPrete is also a gubernatorial candidate. They are among six politicians who are featured this week in the first of a series of articles on important local and state races. To give readers an unforgettable visual impression of these individuals, many of whom are not nationally known, TIME has called upon the U.S.'s premier caricaturist, David Levine. This issue contains his depictions of Kunin and DiPrete, along with spidery portraits of North Carolina Senator Jesse Helms and his challenger, Governor James Hunt.

Levine, 57, whose witty cartoons of political and literary subjects have filled 20 one-man shows and five books, has contributed his skills and savagery to TIME for nearly two decades. In addition to producing dozens of illustrations that have run inside the magazine, he has drawn five cover portraits, including his famous depiction of President Lyndon Johnson as a beset King Lear for TIME's 1967 Man of the Year issue. Since 1980, Levine's pen has added vivid detail to TIME's reports on congressional and gubernatorial races. Says he: "Caricature is not portrait painting; you cannot dig that deep. You bring to it your own philosophy—about politics, about life. Mine is that politicians should be jumped on as often as possible."



Caricaturist Levine: skills and savagery

Levine works only from photographs—"I would be embarrassed to sit in front of someone and make fun of him"—and employs superb, old-fashioned draftsmanship to put character before comedy. "I try first to make a face believable," he says, "to give another dimension to a flat, linear drawing. Then my distortions seem more acceptable." While Levine often wields his pen as a poisoned dart, he thinks that there are definite limits to his art. "I might wish to be critical," he admits, "but I don't wish to be destructive. Caricature that goes too far simply lowers the viewer's response to a person as a human being."

When he is not drawing caricatures, Levine enjoys painting traditional watercolors. His favorite subjects include women at work in New York City's garment district, where he has observed and sketched them since his boyhood as the son of a dress manufacturer, and at play at Coney Island in his native Brooklyn.

Levine's relationship with TIME is uncaricaturable: "I don't take direction, and the magazine doesn't offer it. I just express exactly what I feel." Says Executive Art Director Nigel Holmes: "Levine has a very strong point of view. He is almost certainly the most brilliant political caricaturist in the world today."

*John A. Meyers*

# GM has an idea that may save your life. Or pay \$10,000.

Seat belts help save lives and reduce injuries.

Yet seat belt usage is only about 15 percent.

General Motors thinks this too often results in tragedy. We want to do something to encourage more people to wear their seat belts.

This may help.

Effective April 16, 1984, every

new GM car and light truck delivered by a GM dealer in the United States comes with a one-year insurance certificate from MIC General Insurance Corporation, the insurance people from GM.

The certificate will be provided without additional charge, and every occupant wearing a seat belt in these cars and trucks will be covered by

this protection. \$10,000 will be paid to the estate of any occupant who suffers fatal injuries while wearing a GM seat belt.

Now there is even more reason to buckle up.



Chevrolet  
Pontiac  
Oldsmobile  
Buick  
Cadillac  
GMC Truck

**Buckle your seat belt**  
*Life Belt*



THE TOSHIBA F.S.T.  
IT'S WIRED FOR EVERYTHING YOU CAN IMAGINE,  
INCLUDING THE FUTURE.

Some people still think a television set is for watching television, period.

At Toshiba, we think that's only the beginning.

We've focused our enormous technical resources on turning the family TV set into a family communications center. To succeed, we had to do more than keep up with today's video technology. We had to leap several steps ahead.

The result is Toshiba's remarkable Videologic Receiver/Monitor. It's available right now, yet it wires you in to just about every development that's likely to come along in the next decade. Like direct broadcast satellite (DBS), Teletext, and countless other future wonders.

Meantime, the Toshiba Videologic lets you plug into home video movie-making, stereo sound, computer keyboard hook-ups, remote controlled access to 133 cable stations, and every other available video application.

So much for the Videologic's brain. Now its heart: the F.S.T. BLACKSTRIPE® picture tube. It provides the squarest, flattest screen ever for a brighter, cleaner, bigger picture.

The Toshiba Videologic Receiver/Monitor. It's your direct line into the future.



Simulated picture

In Touch with Tomorrow  
**TOSHIBA**

# NOTHING SAYS BUY ME BETTER THAN PRINT



PHOTO COURTESY OF MACY'S NEW YORK/PHOTOGRAPHY BY CHARLES COLLUM

Print and precious jewelry; they go together, they *sell* together. Because only print can detail the brilliance of a pair of earrings or a stunning ring. In magazines, catalogs and brochures you'll discover jewelry and gems showcased with elegance and drama. Showcased

on the highest quality enamel paper from Consolidated, where highlights sparkle and fire the imagination to ask, "How will it look on me? Tonight." The answer is, naturally, "superb." Because the jeweler created with care. And so did the craftsmen at Consolidated Papers.

*Consolidated*  
the Specialist in enamel printing papers.  
CONSOLIDATED PAPERS, INC., WISCONSIN RAPIDS, WI



## Letters

### Ferraro Flap

To the Editors:

They wanted to make her cry in front of the nation. But Geraldine Ferraro did not give them the satisfaction [NATION, Sept. 3]. Instead, she presented a sterling performance.

*Kaimay Y. Terry  
Minneapolis*

Americans have been given the opportunity to watch a previously obscure candidate being tested under extreme pressure and scrutiny. Ferraro has proved herself with courage and aplomb.

*James Glickson  
New York City*



It is sacrificial slaughter when society crucifies its best leaders on a cross of impossibly high standards. Could the most honest among us withstand this kind of scrutiny? Let's stop this puritanical and hypocritical bloodletting.

*Patricia Danley Betting  
Starkville, Miss.*

Ferraro has taught us how to minimize the effect of breaking rules: a) claim ignorance, b) blame advisers, c) show spunk. None of these actions, however, changes the facts.

*Raymond C. Freeman  
Santa Barbara, Calif.*

Democrats like Ferraro portray Republicans as members of the country-club set. Yet she credits her family's life-style to hard work. How does she think the Republicans got to the country club?

*Paul Brown  
Arlington, Texas*

Geraldine Ferraro and John Zaccaro are the victims of probably the largest invasion of privacy in history.

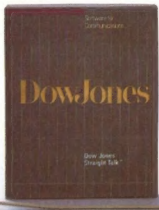
*Tony Picciano  
Bloomington, Minn.*

I am incensed over the treatment of Ferraro and her husband. What John

### Introducing Dow Jones Straight Talk™

## Now there's smart software™ for the Macintosh.

Think of it. Now there's software as smart as the Apple® Macintosh™ computer. Dow Jones Straight Talk™ offers you all the facts in Dow Jones News/Retrieval® and the other leading information services. With Straight Talk, you get the exact information you need when you need it.



Dow Jones Straight Talk is a trademark of Dow Jones & Company, Inc. Dow Jones News/Retrieval is a registered trademark of Dow Jones & Company, Inc. Smart software is a trademark of Dow Jones & Company, Inc. The Information Game is a trademark of Dow Jones & Company, Inc. Apple is a registered trademark of Apple Computer, Inc. Macintosh is a trademark licensed to Apple Computer, Inc. Copyright © 1984 Dow Jones & Company, Inc. All rights reserved.

## Get an "A" on your Paper.

It's one o'clock in the morning. Your term paper on the American Revolution is due at 8 a.m. Where was the misnamed Battle of Bunker Hill really fought? It could be the difference between an "A" and a "B".

### Now there's smart software™ for the Macintosh™ computer.

With Straight Talk, the smart software from

Dow Jones, you can use an electronic encyclopedia to find the historical fact you need. Even if it's the fact that on June 17, 1776 the Battle of Bunker Hill was fought on Breed's Hill.



### Dow Jones Straight Talk™

Apple is a registered trademark of Apple Computer, Inc. Macintosh is a trademark licensed to Apple Computer, Inc.

# MORE OF THE ORIENT FROM MORE OF AMERICA THAN ANY OTHER AIRLINE.

## The fastest way from more of America NONSTOP

- TO TOKYO from Chicago, New York, Los Angeles, Seattle/Tacoma, San Francisco, and Honolulu.
- TO SEOUL from Seattle/Tacoma.
- TO OSAKA from Honolulu.

## The best Free Flight Plan from more of America

Northwest Orient's improved Free Flight Plan can now be the fastest way to earn free travel. As few as 1 or 2 First or Executive Class round trips to the Orient

can now earn you free round trip travel to anywhere we fly in the 48 states or Canada

TO TOKYO FROM	CLASS OF SERVICE	ROUND TRIPS NEEDED FOR FREE TRAVEL
U.S. East Coast	First	1
	Executive	1½
U.S. Midwest	First	1½
	Executive	2
U.S. West Coast	First	2
	Executive	2½

Free travel chart based on nonstop and direct flights to Tokyo or Osaka. Travel from the U.S. to other Orient cities may earn free travel faster.

## First and Executive Class Service. Regal Imperial.

When you fly in First or Executive Class on Northwest Orient, you'll enjoy all the luxury of Regal Imperial service including wider seats, exquisite dining, and fine French wines and champagnes.

For more information and reservations call your travel agent, corporate travel department, or Northwest Orient. (800) 447-4747 (toll-free).



 **NORTHWEST ORIENT**



**THE WORLD IS GOING OUR WAY**

WORKING HARD. DOING THINGS RIGHT. FLYING NONSTOP TO THE ORIENT FROM MORE U.S. CITIES THAN ANY OTHER U.S. AIRLINE. THAT'S NORTHWEST ORIENT.

## Letters

Zaccaro owns and how much money he makes are nobody's business. He is not running for public office.

*Patricia DiSantis  
Wallingford, Conn.*

The most outrageous aspect of Ferraro's tax problems is that any citizen of this country should have to surrender more than 40% of her income to the Government. The only consolation in this case is that Ferraro is the sort of politician who has been increasing taxes and Government spending for years.

*Thomas R. Wagner  
Dallas*

Ferraro passed the test, all right. But who benefits from the inquisition? Politicians should be judged by their policies and achievements rather than their private conduct. Robespierre, who sent hundreds to the guillotine, was called "the incorruptible." Hitler, the nonsmoking, nondrinking vegetarian, always paid his taxes. These admirable characteristics hardly made either man a "good guy."

*Kurt F. Karrasch  
Freiburg, West Germany*

### G.O.P. in Dallas

The 1984 election will turn out to be historic [NATION, Sept. 3]. President Reagan has regained respect for this country by not allowing the Soviets to intimidate him. At the same time, his economic policies have not raised taxes and have allowed American business to expand.

*Michael Jan Bernot  
Bowling Green, Ky.*

Reagan has raised the consciousness of the entire nation with his positive attitude and sincere patriotism. Yes, our country is much better off now than it was four years ago.

*Margaret A. Tealrow  
San Jose, Calif.*

Those of us who were around in 1928 will remember that in that election year the Republicans also claimed to have conquered poverty, doubt and sin. They won, and it was not long before we were mired in the Great Depression. Now, half a century later, the party has the gall to offer up that kind of mindless camp-meeting rhetoric again. I hope enough voters have the sense not to swallow it this time.

*Frederick E. Romberg  
Dale, Texas*

Perhaps Reagan deserves to be re-elected. He should be forced to face up to the problems he has intensified.

*Don Rohrer  
St. Paul*

### Rivers' Mouth

Joan Rivers outdid herself with her uncouth remarks to Republican women

## Get that Big Promotion.

In half an hour, your boss is due to finalize a merger with a company you have doubts about. His career rides on this deal. How can you change his mind before it's too late?

### Now there's smart software™ for the Macintosh™ computer.

With Straight Talk, the smart software from



Dow Jones, you can get the lowdown on a company without ever leaving your office. You might even discover a revealing fact that saves your boss's job and earns you a new one.

### Dow Jones Straight Talk™

Apple is a registered trademark of Apple Computer, Inc. Macintosh is a trademark licensed to Apple Computer, Inc.

## Play it Smart.

### Play the Information Game™ and get \$60 off Dow Jones Straight Talk™ and Apple® Modem.

Play the Information Game at your authorized Apple® dealer. Answer five questions on the Macintosh™ computer using Straight Talk. Show us how smart *you* are.

Play the Information Game and buy Straight Talk

and we'll give you \$10 off Straight Talk and \$50 off Apple Modem.\* It's a deal smart people can appreciate. One that will make you a winner — whatever your information game.



### Dow Jones Straight Talk™

For the name of the participating authorized Apple dealer nearest you, call 800-257-5114. New Jersey, Alaska, Hawaii, and Canada 609-452-1511.

\*Based from Dow Jones and Apple with proof of purchase while supplies last.

Apple is a registered trademark of Apple Computer, Inc. Macintosh is a trademark licensed to Apple Computer, Inc.

# FREE!

WINDOW &  
GLIDING DOOR ANSWERS  
FROM ANDERSEN



Look, better answers,  
Come home to Andersen.

## 24 pgs. of window and gliding patio door answers.

Here's *the* window and gliding patio door booklet for new homes, remodeling and window replacing. 24 pages of facts and figures in easy to understand question and answer format. There's also beautiful full-color photos for window ideas and special sections on energy window planning and window placement. The complete Andersen line is shown installed in homes.

Send me the "Window & Gliding Door Answers From Andersen" booklet. I plan to  build  remodel  replace windows. Mail to Andersen Corp., Box 12, Bayport, MN 55003.

Name \_\_\_\_\_ 008-0984  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Zip \_\_\_\_\_ Phone \_\_\_\_\_

Come home to quality. Come home to Andersen.

**Andersen Windowalls**

ANDERSEN Corporation • 1984 Andersen Corp., Bayport, MN

## Letters

at the convention in Dallas [NATION, Sept. 3]. I am glad it is the Republicans who have her. Perhaps a little housework would do her good.

Marian Mueller  
Lake Mills, Wis.

### Deathly Humor

Many Europeans do not consider President Reagan's remarks about bombing the Soviet Union very funny [NATION, Aug. 27]. There is a tremendous difference between performing on the world's political stage and acting on the set of a western movie.

Albert Weidmann  
Glattbrugg, Switzerland

The world chooses to worry more about a trivial joke, merely because it is made by the President of the U.S., than about the reality of the Soviet presence in the East-bloc countries and Afghanistan.

Boris Bochnick  
Hannover, West Germany

### Through the Painter's Eye

The exhibition at the National Gallery of paintings by the Orientalists [ART, Sept. 3] may satisfy an art critic but not a historian. As a student of Arab studies, I can tell you that painters such as Delacroix and Matisse were among many early propagandists who depicted a sullied and grotesque picture of the Near East, one that would remain in the eyes of most Westerners until this decade. These artists were working for patrons and governments that maintained that the West was the sole inheritor of civilization and believed in a romantic idea of the Arab world as a region where people lolled all day in harems, engaging in debauchery. The Arab world has a great place in the history of civilization—something the Orientalists left out.

John Thomas D. Mahshie  
Washington, D.C.

### Unforgettable Character

Margaret Mead was without doubt a most notable American and a great anthropologist. Yet to your reviewer Melvin Maddocks' preposterous notion [BOOKS, Aug. 27] that the possession of character can be a license to ignore factual reality and perpetrate error, I can only respond with a resounding "Fiddlersticks!" as, I am sure, the redoubtable Mead herself would have done.

Derek Freeman  
University of Samoa  
Western Samoa

LETTERS TO THE EDITOR should be addressed to TIME, Time & Life Building, Rockefeller Center, New York, N.Y. 10020, and should include the writer's full name, address and home telephone. Letters may be edited for purposes of clarity or space.



## 4 GOOD REASONS

### For Renewing Your TIME Subscription In Advance:

1. Uninterrupted home delivery of the world's Number One Newsmagazine.
2. You can continue to enjoy TIME's current low home delivery rates—saving almost 50% off the \$1.75 cover price.
3. No need to send money in advance—we'll bill you later.
4. Your satisfaction is guaranteed or your money back on all the unmailed issues.

To renew, look at the upper left corner of your mailing label to see when your subscription expires. If that date is near at hand, fill out the coupon below and send in with your mailing label to TIME.

YOU CAN ALSO USE THIS COUPON TO REPORT A CHANGE OF ADDRESS. GIVE TIME AS A GIFT OR ENTER A NEW SUBSCRIPTION.

Please give us four weeks' notice for a change of address. Fill in your new address and check the Change of Address box below, then mail this coupon with your mailing label to TIME.

To give a gift or enter a new subscription, fill in the coupon below. When ordering gifts, please list the gift recipient's name and address on a separate piece of paper.

Please send TIME for:

1 year (12 issues) at \$46

2 years (104 issues) at \$88

New  Gift  
Subscription Subscription

TIME's basic subscription rate is 88¢ an issue.

(This form is indicated; the minimum will be served.)

Name \_\_\_\_\_ (please print)

Address \_\_\_\_\_ Apt. No. \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

This is a new address

Rate good in U.S. only

Mail This Coupon To:

TIME, 41 North Fairbanks, P.O.

Chicago, Illinois 60641

600 miles north of the Arctic Circle, a Canadian ice breaker cuts a trail in the search for the HMS Breadalbane.



## Searching for a shipwreck under the Arctic ice is not for ordinary divers. Or ordinary watches.

Temperatures reach 50° below zero. The wind chill factor: -100 F. Ice floes are a constant hazard.

For Dr. Joe MacInnis, the conditions were perfect.

In this hostile world lay a unique treasure: the HMS Breadalbane, a three-masted British barque lost in 1853 during the search for the Northwest Passage. MacInnis was determined to find her.

Using delicate sonar, he was able to pinpoint the location of the vessel 340 feet below the surface, near Beechey Island. Divers discovered one of the most perfectly preserved shipwrecks found in any ocean.

In the Arctic, ordinary divers find it difficult to function. So do ordinary watches. For the past 15 years, Dr. MacInnis, the first to dive and film under the North Pole, has chosen one watch: the Rolex Submariner.

"I've worn it everywhere. From the North Pole ... to the Red Sea."

As for the future, there are still more explorer ships resting on the Arctic floor.

A fitting challenge for Dr. Joe MacInnis and his Rolex.

©1984 Rolex Watch U.S.A., Inc.

  
**ROLEX**



*Pictured: The Rolex® Submariner Date Chronometer. Pressure-proof to 1,000 feet.  
Write for brochure: Rolex Watch, U.S.A., Inc., Dept. 501, Rolex Building, 665 Fifth Avenue, New York, New York 10022-5383.  
World headquarters in Geneva. Other offices in Canada and major countries around the world.*

is for preference and the fact that secretaries prefer IBM typewriters over all others. "p" is also for purchase and the news that it's easier to buy an IBM Typewriter than ever before. To wit:

To place an order or get more information, contact an IBM Product Center, an Authorized IBM Typewriter Dealer or IBM Direct 1 800 IBM-2468.

Or call your IBM representative.

No matter how you look at typing, we're your type.

**IBM**





# B.D.

Before Dictaphone® voice processors, I used to leave some of my best ideas up in the air.



# A.D.

After Dictaphone® voice processors, I get all my ideas down on tape. And still have time to enjoy the movie.



**Dictaphone**

A Pitney Bowes Company

Before I forget, let me more about Dictaphone portables.

Call toll-free

**1-800-431-1708**

(Except Hawaii and Alaska)

In New York call 1-914-967-2249

Or write: Dictaphone Corporation  
120 Old Post Road, Rye, New York 10580

Name \_\_\_\_\_  
Title \_\_\_\_\_ Phone \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
01-94

Dictaphone is a registered trademark of Dictaphone Corp., Rye, N.Y. ©1984 Dictaphone Corp.

## American Scene

### In Alabama: Isn't It Romantic?

*Wearing gloves, Margaret Neas plays the piano in the lobby bar of the Hilton Hotel every night, Monday through Friday, from 6 to 10—longer if the crowd stays lively. To her regulars she is "a legend, the most respected woman in Birmingham."*

The cordless microphone passing from hand to hand around the bar is a magic wand, transforming people into singing stars, romantic desperadoes, family Betty holds the mike for Terry, who sings *This Love of Mine*. They gaze into each other's eyes. Tenderness seems to rise in a cloud from Margaret's keyboard. A wild, pas-

whose favorite songs are *Old Scot Mother* and *Tobermory Bay*, opens tonight with the song no one else dares sing if he is present: *New York, New York*.

Maggie, whose theme song is *Never on Sunday*, is keeping of the mike, passing it around, encouraging the people sitting beyond the spotlight. "Sing! Sing! You can do it!" Maggie is a head bank teller and has a daughter entering medical school, but she still says, "If Margaret wasn't here, I'd never come in. If you are raised in the South, you don't walk into a bar alone—you just wouldn't be a lady in my mother's opinion." Margaret's bar is not a



While a customer makes like Pavarotti, Margaret tickles the ivories at her piano bar

sionate embrace, something along the lines of the Tabu perfume ad, seems inevitable. "This is the only place you can come and make a fool of yourself in front of your friends," says Terry. "Of course, we've been married 31 years, and people who've been married that long don't have many friends."

"True, that's so true," murmurs Bob from the next bar stool. *Chariots of Fire* follows *Stars Fell on Alabama*. Bob tells a regional joke: "It is not true that possums are born dead by the side of the road." He insists that Terry fill out an application to the clan on a cocktail napkin. A Northern visitor is worried that he means the Klan. But no, this invitation is to join the Clan Maxwell Society. "We meet four times a year, wear kilts, promote Scottish culture." Another clan member, Kenn, a fourth-generation American with a Pavarotti girth and an approximate voice,

pickup place. It's more a sort of warm hearth. "I was drawn in here as a moth to a flame as soon as I heard *Maloseña*," says David, a hotel guest from Maryland. He sings *Hava Nagila* and applauds as Margaret moves into a Chopin polonaise.

Margaret Neas studied piano at the Peabody Conservatory of Music in Baltimore. She taught, played concerts and composed until an agent suggested supper clubs. "It's the most fun thing in the world," she says. "It's like a party every night." Her son Marc, in the room tonight, recalls, "Her agent said, 'You need a gimmick.' And she said, 'Well, I'll play in gloves.' I remember watching TV with her while she mended her gloves. Now she says it's hard to play without them."

Margaret hopes gloves are coming back into fashion. "I've about run out of my stockpile," she says. Now 64, a widow since 1978, Margaret always wears a long





## Chuck needed 450 days to recuperate. Nationwide was on his side every step of the way.

### An electric lineman's nightmare

It was a beautiful spring day in rural Oklahoma. Lineman Chuck Tiemann was right where he wanted to be, on top of a utility pole among the taut black wires.

Then, in a fraction of a second, his whole life suddenly changed. Inadvertently, his left hand grazed an energized wire. A powerful, searing arc of electricity raced down through his body. Muscle tissue was destroyed instantly.

While lucky to be alive, the young lineman soon learned that his right leg and left arm must be amputated.

### A very special program

Within hours of the accident, the people at Nationwide Insurance and Chuck's family made a key decision. In addition to the prescribed benefits, Chuck would be needing the Nationwide rehabilitation program.

As an insurer, Nationwide believes it often has additional

responsibilities to an accident victim, claimant or policy holder. In this case, the responsibility to help Chuck return to his normal life-style in all ways possible. And a responsibility for Chuck's wife and child. Plus a responsibility for psychological support.

### A new man

Chuck is an extraordinary man. Even before the surgical amputation, he began thinking about his prosthesis. He wanted the best. And Nationwide helped. He wanted a proper fit that would let him return to his normal life and work as soon as possible. Nationwide helped here, too.

All through the weeks and months of recovery, Nationwide was on his side. Helping his family financially and emotionally.

Chuck's not climbing utility poles anymore. But after 15 months, he's back at work with his employer in an exciting new job. Nationwide is proud to be on his side.



## Nationwide is on your side

Home Office: One Nationwide Plaza, Columbus, Ohio 43216 • Nationwide Mutual Insurance Company  
Nationwide Mutual Fire Insurance Company • Nationwide Life Insurance Company  
Available in most states. An equal opportunity employer.

Meeting Japan's Challenge  
Seventeenth in a Series

---

**MOTOROLA'S  
HANDHELD COMPUTER  
TERMINAL:  
IT HAS NO POWER  
CORDS, TELEPHONE LINES  
OR FOREIGN  
COMPETITION.**

Everybody knows the old saying about building a better mousetrap, and nowhere is it more dramatically pertinent than in competing with Japan for world markets.

Consider Motorola's PCX™ portable data communications system. It provides two-way communications between a 28-ounce terminal and a remote host computer. The system uses a digital radio instead of phone lines, and its transmission reliability is actually equal to or better than ordinary phone lines.

Think of the possibilities the PCX opens.

Salespeople will be able to punch in orders directly from the field, and have access to data without looking for phones, leaving messages, or wasting valuable time on "hold."

Service representatives will be able to directly enter data that used to go into mailboxes, such as repair reports, parts used or needed, and billing instructions.

It will also be simple to make detailed inquiries. Data may be summoned as easily as entered. A service technician, for instance, will be able to order up complex repair histories and component availabilities in a few seconds.

The system was designed and developed with a key customer and built by Motorola people to enhance the distribution and processing of data with central computers. And it is far more than a nice little improvement on the old phone-link, AC-powered terminal. This is a major step in a communications revolution—the merging of technologies of the communications and the data processing disciplines.

Digital communication by radio makes far more efficient use of the available channels than voice transmissions ever could. Over a thousand portable terminal users can operate on a single channel with average message traffic. The battery operated PCX terminal shown here contains the two-way radio, an internal antenna, and processing power and memory surpassing that of many personal computers (actually, 160K bytes of ROM and expandable to 80K bytes of RAM). The unit also contains a telephone modem for use over conventional voice-quality phone lines if ever required.

The terminal's dual microprocessor architecture is based on the Motorola 6801 design. One processor is dedicated to the communications function while the other handles the unit's data processing.

The PCX terminal is just part of an extensive support system, of course. And it is representative of one of the oldest and most reliable rules of trade: build a better mousetrap, and the world will beat a path to your door.

With the PCX, the electronic office can be carried in a pocket.

In our view, that's quite a mousetrap.

For more information, call 1-800-367-2346.



**MOTOROLA** A World Leader in Electronics

Quality and productivity through employee participation in management

©1984 Motorola Inc. PCX, Motorola and M are registered trademarks of Motorola Inc.

Sero introduces  
**SUPROX**

the superior oxford built to  
take the stress of success.

In business—and in business attire—all the style  
in the world won't make up for a lack of substance.

That's why Sero created Suprox.

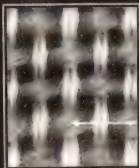
Independent laboratory tests proved Suprox  
superior to standard oxford in every performance  
and quality category.

- Suprox is softer, because of its loftier filling yarns  
and tighter weave.
- Suprox looks and feels like all-cotton, but stays  
fresh and neat all day long.
- Suprox resists pilling and fuzzing, keeps its shape  
through countless washings, and is mercerized for a  
lustrous appearance and greater durability.
- Suprox is 25% heavier than the industry standard oxford.

Surprisingly, the one thing Suprox *doesn't* do is cost much  
more than ordinary oxford.

New Suprox by Sero, in an easy care blend of  
60% cotton, 40% Kodel<sup>®</sup> polyester.

The great American value—made only in America.



Industry's standard oxford\*

Filling Yarn



New Suprox\*

The last of the great shirtmakers **SERO**

**Kodel**  
polyester

KODEL is an Eastman Kodak Company reg. TM

Sero shirts are available in the finest specialty stores in America.  
For the one nearest you, write Sero, Cherry Hill, Branford, CT 06405.

\*Magnified 12 times.



## American Scene

dress because "I just feel more elegant, to be blunt about it." She is horrified by the idea of a tip jar ("It would seem like soliciting") and is hurt only "if someone requests a classic, like a Rachmaninoff concerto, something that takes a lot of your soul and concentration, and then talks throughout. That breaks my heart."

"She's got something on every one of us," says Maggie. "Well, they do confide in me," sighs Margaret. "I've always kind of gotten to know the customers, been attached to them. You become like family, become concerned." When a blond named Barbara stands by the piano to sing *Guess Who I Saw Today*, her escort, named Ben, says to the entire circle, "She was after me and after me, and we'd break up over it, and finally I thought, what the hell, and I said let's do it, let's get married. And she said no. That hurt." Funny, *She's Funny That Way*. Maybe it's the music. Maybe it's the drinks. *Fly Me to the Moon*. Maybe it's the South. As Maggie insists, "You don't find this kind of warmth anywhere else." Maybe the high level of sharing and feeling is because people in Birmingham haven't really yet figured out what to talk about since Coach Bear Bryant died last year. *There Will Never Be Another You*.

Tonight "Scoop" Hudgins comes in late—the legendary Scoop, the p.r. director for the college football Hall of Fame Bowl. "I tell people Coach Bryant and I were freshmen together at Vanderbilt, but it's not exactly true. It was his freshman year as coach, and my freshman year as student." Scoop offers to provide all possible information about football. Why else would someone travel to Birmingham? He has brought a Southeastern Conference football schedule for Margaret, who plays *Humoresque* as soon as he comes in.

In Birmingham the rule is: Be friendly, warm and helpful. When a Yankee visitor wonders what the local cornbread tastes like, several regulars offer to go home right that very minute and start baking some up for an early-morning delivery. The crowd has reached full pitch, chorusing stanzas celebrating happy American vistas—I'm Looking Over a Four-Leaf Clover—and heartbreak—*The Way We Were*—and bittersweet hope. After all these years, *I Could Have Danced All Night* still prompts the certainty that *Someday My Prince Will Come*, perhaps no later than Tomorrow, and from then on it will be *Always*.

When Frenchmen are drinking they like to sing *Chevaliers de la Table Ronde*. Americans sing *Five Foot Two, Eyes of Blue*. The crowd shouts along, gathering strength for *Dixie*. "This is a fabulous group," says Melvar, a definite regular at 72. "We celebrate birthdays, weddings, funerals. In all these years we've only lost two men who could sing. Ralph's memorial service is tomorrow, and we're all going." "The party's over," sings Kenn. Margaret closes: "I'm so glad you all came."  
—By Jane O'Reilly

## We Didn't Write The Book On Business Strategy Software. We Wrote The Library.



And we're getting rave reviews. We've captured the attention of *Fortune Magazine* and *The Wall Street Journal*. *Forbes* and *Newsweek, INC.* Magazine says "Human Edge's Business Strategy Software...is by far the most sophisticated attempt yet to tackle the vagaries of human behavior." *The Chicago Tribune* called us a "standout" among business oriented software companies.

The Sales Edge.<sup>SM</sup> The Communication Edge.<sup>SM</sup> The Negotiation Edge.<sup>SM</sup> The Management Edge.<sup>SM</sup> The Negotiation Edge.<sup>SM</sup> The Communication Edge.<sup>SM</sup> Expert systems software from The Human Edge<sup>SM</sup> that gives you the edge in interacting with people. In business and in life. Call 1-800-624-5227 (in California 1-800-824-7325) for information or the location of the nearest dealer.

IBM • Apple • Macintosh

Human Edge Software Corporation, 2445 Faber Place, Palo Alto, CA 94303

**HUMAN EDGE**

# The Worker.

Make a beeline to the JUKI 6100—one honey of a daisywheel printer. Prints all you need—including graphics—with letter-quality finesse. 18 cps action for under \$600! Lightweight—quiet—100-character printwheel—and compatible with most p.c.'s. Its 2K buffer (expandable to 8K) lets you use your computer for other things while the JUKI's printing. And it uses inexpensive IBM<sup>®</sup> Selectric II<sup>®</sup> ribbons! Service available from your local JUKI distributor network or Xerox<sup>®</sup> Americare<sup>®</sup> centers nationwide. The JUKI 6100 is rated at 2400 hours MTBF. JUKI 6100—the busy little bee that everyone needs.

• Xerox<sup>®</sup> and Americare<sup>®</sup> are trademarks of XEROX CORPORATION. IBM and Selectric II are trademarks of IBM CORPORATION.



**JUKI**

One honey of a daisywheel printer.

For more information or the name of your nearest dealer: JUKI INDUSTRIES OF AMERICA, INC.  
299 Market Street, Saddle Brook, NJ 07662 (201) 368-3666  
3555 Lomita Boulevard, Torrance, CA 90505 (213) 325-3093



**"IN TODAY'S BUSINESS CLIMATE, I COULDN'T SURVIVE  
WITHOUT THE WALL STREET JOURNAL."**

JAMES J. CASEY, PRESIDENT, EDDIE BAUER, INC.

"For over sixty years, Eddie Bauer has outfitted customers to function in all kinds of rugged wilderness environments. And for years, I've seen to it that Eddie Bauer, Inc. can function in another kind of rugged environment, thanks to The Wall Street Journal.

"I depend on the concise information and thorough background The Journal gives me every business day. The remarkably accurate economic forecasts that appear in The Journal make it the most important source I have for reading the future economic picture. I might easily wander into difficult terrain without The Journal to guide me.

"That's why, whether I'm in my Seattle office or out field-testing new equipment, I read The Journal every business day. It's the most important piece of survival gear I've got. With the possible exception of my Eddie Bauer goose-down parka."

**THE WALL STREET JOURNAL.**

All the business news you need. When you need it.

Subscribe today, call 800-345-8540 except Hawaii or Alaska. PA 800-662-5180. Or write: 200 Burnett Rd., Chicopee, MA 01021.

# THE

Founders: BRITON HAZDEN 1280-1293 HEINRICH E. ELLER 1914-1917

Editor in Chief: Henry Anshel Grunwald

President: J. Richard Mann

Chairman of the Board: Ralph P. Davidson

Corporate Editor: Irwin Molinsky

Executive Vice Presidents: Kellie F. Sutton

Senior Vice Presidents, Magazines: Philip G. Hewitt, James D. Heyworth

MANAGING EDITOR: Ray Case

EXECUTIVE EDITORS: Edward J. Jamerson, Donald Koss

ASSISTANT MANAGING EDITORS: Walter Beaghan, Richard Danco, John Dixon

INTERNATIONAL EDITOR: Karsten Prager

SENIOR EDITORS: David Brand, Martha M. Duffy, William J. Enck, Fred M. Fress, Jr.

Senior Editors: Susan Kaplan, Donald Morrison, Henry Mule, Christopher Partridge, Joe

John Smith, George M. Tabor

ART DIRECTOR: Donald Nugent

CHIEF OF RESEARCH: Leah Shook Gordon

OPERATIONS DIRECTOR: Gerald F. Lehner

PICTURE EDITOR: Arnold H. Draper

SENIOR WRITERS: George J. Church, Gerald Clarke, Otto Fleischer, Paul Gray, Robert

Hughes, T. James, Ed Magnuson, Lance Minkov, Frederick Platon, Roger Rosenfeld, R.Z.

Chomson, Helen C. Smith, Frank Taggart

ASSOCIATE EDITORS: Charles F. Alexander, Karl Antonson, Patricia Baker, Tom Callan

Richard Coates, Stephen Davidson, John S. DeWitt, William F. Doonan, John Greenwood,

William H. Jones, Jr., Ruth Jones, Gregory Jaxon, Margalita Johnson, James Jolly, John Kulkarni,

John Lee, John Nelson, Victor N. Ostling, Jay D. Palmer, Sue Riffkin, J.D. Reed, George

Reilly, Alexander L. Taylor, Irv. Evan Thomas, Anastasio Tolentino, Marilyn Ponce-Vega, Conda

Michael Wood

STAFF WRITERS: Natalie Angier, Kenneth W. Barltz, Joyce Castro, Hester P. Clark, Philip

Conrad, David J. Garcia, Joseph Garmann, Ron Gray, Stephen Rosen, Jacob D. Langer, J. Eric

McClatchy, Sara F. Meador, Michael S. Pearl, Alessandra Stanley, Richard Stewart, Hank Sills,

Lois J. Young, Richard Zupin

CONTRIBUTORS: Ivy Coats, Thomas Gillett, Charles Kaufman, Mevin Malkoff,

John O'Grady, Kenneth M. Placek, Richard Schickel, Mark Sherron, John Sowell, Betty

Walt

REPORTER-RESEARCHERS: Rosemary Barnes, Ursula Nadeau de Gallo, Betty Salt

Terahute Surber (Photograph Editor), Audrey Ball, Peggy J. Berman, Nancy McCall, Chris

Orr, Charles Laine Della, Georges Haddad, Ken Hertz, Susan Kasper, Suzanne Meehan, John

Paul, Susan M. Reed, Victoria Salas, Jane Sparks, Suzanne Williams, Rosemarie Tassin, Jo

Blau, Gailan Staff, Freda Sussman, Robert Taylor, Richard Thoms, Richard Thoms, John

Burger, Yolande Castellanos, Helen Sue Doyle, Roseann Dupre, Kathryn Jackson, Robert

David J. Ferguson, John Edward Gallagher, Orville Garcia, Nella Gonzalez-Alfonso, Robert

Green, J. Blake Johnson, Marjorie J. Harris, John Lam, Judith L. Ryan, Theodore S.

Mella, Katherine Milich, Lawrence Mink, James Murphy, Kirkham Kuzor, Russ, Boyd

Wolfe, Robert, Judith B. Stroh, Kirk Stroh, David Stroh, Robert Stroh, John

Klaus L. Sander, Marlon H. Sanders, David L. Thigpen, William Tysan, Sidney Uhart, Jane

Van Horn, Linda Voss

ADMINISTRATORS: Martin J. Gardner, Charlotte J. Quiggle, Donald Sweet

CORRESPONDENTS: Ashford Duncan (Chiefs), Brent Easton, R. Edward Jackson, R. Will

Ham, Moser (Societies), Washington Contributing Editor: Hugh Stone, Diana Smith

Senior Correspondents: Ruth Hershenov Golan, Wilam Federman, Joseph S. Phillips, Jr.,

Frederick Schappert

Washington: Robert Ayman, Bruce W. Beck, Sam Abu, Lawrence J. Barrett, David Beck

with, Glenn Bink, Jay Swanson, Douglas Stone, Anne Costabile, Patricia Danahy, Holly

Scott, Amy Hamilton, Carol Lieb, Bill Richert, John McGraw, Bruce H. Merritt, Charles

Overbeaker, Sammie Gorman, William Stewart, Roger Ward, Gregory H. Warrington

New York: Jeff F. Glicks, Beverly Klotzberg, Maria Sussman, Barry Kuhl

Timothy Johnson, Thomas McCallan, Elizabeth Smith, Jack W. White, Adam Zylgier

London: Peter Jones, James Bell, Kenneth Jennings, Richard Jones, James Silkenoff

Los Angeles: Bill H. Phillips, Houston: David S. Jackson, Chicago: Christopher J. Aglen, J. Matthew

Jack, Barbara J. Dolan, Lee Driggs, Don Westcott, Detroit: Paul A. Williams, Denver: Wilbert

W. C. Wurmstrong, San Francisco: Michael Morris, Dick Thompson, Los Angeles: Benjamin

W. Cole, Jonathan Donly, William Bayliss, Steven Hines, Joseph J. Kane, Melissa

Kennedy, Richard Wood

Europe: Lawrence Walker, London: Anne Agnew, Mary Conn, Arthur Hill, Paris: Jean

Clerici, Lynnette Thomas A. Sanchis, Rome: William Wulffert, Gary Lee, Eastern Europe:

John Kelly, Berlin: Willem Willem, Vienna: John J. Brennan, Hong Kong: David H. Hill, Madrid:

Mid East: David H. Hill, Beirut: John J. Brennan, Moscow: Iosif

Andreichuk, Hong Kong: Sandra Barron, Singapore: James Silkenoff

Peking: David Akman, Nairobi: Bruce Smith, Johannesburg: Marshall Glau, New Delhi:

Paul Brink, Tokyo: John W. Bingham, S. Melbourne: John Brant, Canada: John

W. Scott, L. J. Rio de Janeiro: Scott W. Melville, Mexico City: David DeVries, Nairobi: Ota

W. Scott, J. Simpson, Caribbean: Bernard Desmetch

News Desk: Barbara Bane, Tom Matthews, John Lloyd, David Richardson, Jean R.

White, Arturo Valle, Alison France, Stasche Jolley, Jocelyn McConville, Ann Joyce Wellford

Administration: Emily Friedrich, Linda S. Vittinghoff

ART: Joe Hoeser (Executive Director), Steve Johnson (Graphic Director), Arturo Casanova,

Reete Ahn, Leonard S. Leone, Anthony J. Libard, William Johnson (Assistant Director), Lily

Lee, Leslie Gilliland, John White (Designers), Rosemary J. Kopp, Beverly J. Chapman (Staff

Artist), Nicholas Karamore Layton, Gary Nagelowski, David John P. Sizer (Designer), Joseph

Assouline, George Cooley, Steve Drake, Mevin Hamann, Kenneth Smith,

Pat Lay, William Mays and Charles T. Pagan, E. Roy McNelly, John DeWitt, Daniel

Special Projects: Tom Bernickowski

PHOTOGRAPHY: Michael Sheehanan, Susan Jones (Director), Pamela Koster, Helen

Loebner (Administration), Researcher: Evelyn Morris, Richard L. Smith, Anne Callahan,

Harriet J. Hymowitz, Craig Hovey, Peter J. Hovey, Brent Meyer, Susan Lombardo, Lee Hall,

John Kitcher, Carol Lane, Nancy Smith-Ryan, Robert S. Steinhilber, Anne Stivers, Mary

## Heads, hearts, and helping

It takes an instant for a van and a motorcycle to collide. The aftermath could last a lifetime.

John, the cyclist, was also a ski enthusiast and a recent college graduate who was starting his own business. In less time than it takes to read these words, he suffered brain damage. Today he lives in a nursing home instead of with his mother, father, and their three other children. In their own ways, all the members of his family have become victims of John's accident.

The same is true for thousands of other families. Each year, between 70,000 and 90,000 Americans suffer head injuries serious enough to leave them with permanent damage. Half of these victims are under the age of 35; their average age is between 15 and 24.

Until recently, the families of the head-injured victims had to cope and adjust alone, sometimes in strange environments. One woman, for example, spent 13 months in Israel with her comatose son, after he slipped off a cliff there. Both are back home now, but the boy remains in a nursing home, and the family is still adjusting to what has become a new way of life.

Fortunately, such families no longer need to face their struggles by themselves. The National Head Injury Foundation, Inc., is a young, growing organization with chapters in 25 states so far. It exists to help the families of the head-injured, as well as the victims themselves.

The foundation offers these families what they need most—help and support. It exists to counsel and advise, and help provide the answers to such questions as what facility in my area offers the best kind of care for a specific injury. At its meetings, the families of head-injury patients meet others in the same boat. They learn from their experiences, and the most important lesson they learn is that they're not alone.

The foundation is more. It assists in the establishment of community treatment and rehabilitation programs. It supports and promotes ways to prevent head injuries, through highway safety programs, for example.

Above all, it offers a multi-pronged message of hope. To the families of the head-injured it says, "We're here, we understand, and we care. Let us help." At the same time, it attempts to improve the lot of the patient through research and more appropriate facilities, even as it attempts to make the nation aware of the problem, so as to be able to prevent its occurrence.

Even as it strives to help others, the foundation itself needs help—from you as an individual or from your company. To send a check, or to receive more information, write to the National Head Injury Foundation, Inc., 18A Vernon Street, Framingham, Massachusetts 01701. Or call (617) 879-7473. The help, after all, is as much a measure of humanity as the head.



TIME/SEPTEMBER 24, 1984

COVER STORY

## America's Upbeat Mood

*Once again, people feel good about their lives and their country*

*"I want to talk to you right now about a fundamental threat to American democracy... It is a crisis of confidence. It is a crisis that strikes at the very heart and soul and spirit of our national will... The confidence that we have always had as a people is not simply some romantic dream or a proverb in a dusty book that we read just on the Fourth of July... Confidence has defined our course... We know the strength of America. We are strong. We can regain our unity. We can regain our confidence... Let us commit ourselves together to a rebirth of the American spirit."*

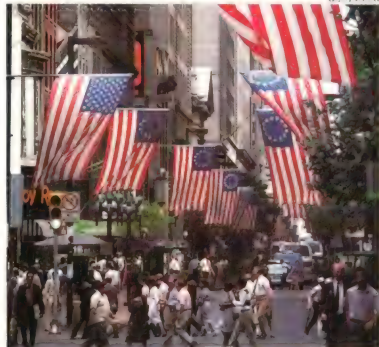
**W**hen he gave his so-called malaise speech on television five years ago, Jimmy Carter wanted to inspire. But many Americans felt the President was blaming them for his failures of leadership. The hortatory language was a little bewildering

too. A crisis of confidence? The heart and soul of our national will? A rebirth of the American spirit? A great many citizens had already come to think of the President as a bit of an oddball, attuned more to metaphysics than to politics. After that impassioned, fretful analysis of the country's bad mood in the summer of 1979, his reputation never really recovered.

But it is clear now that Jimmy Carter was on to something real and powerful. Americans did feel defensive and dispirited about their nation: cynical about its faded grandeur, alarmed by what felt like the beginnings of economic chaos and despairing of prospects for improvement. The notion of even a quiet national contentment and pride seemed quaint, implausible, slightly foolish.

Not any more. Put on the Willie Nelson record. Turn up Aaron Copland's *Ap-*

*palachian Spring*. Woody Guthrie will do fine too, and even John Philip Sousa is permissible. The *Zeitgeist* has turned zesty. The U.S. is at peace, and between rising employment and fading inflation, the economy is aglow. Americans are feeling more sanguine and comfortable about their country than they have felt in two decades. A rebirth of the American spirit, as Carter dearly hoped five summers ago? It sure feels like it. Even the walkouts called against General Motors last weekend were reluctant and selective (see *ECONOMY & BUSINESS*). "People seem to be enjoying themselves more," says Mel Hagen, 35, an auto worker from Keego Harbor, Mich., a working-class town outside Detroit. "Things aren't as tight as they once were." Homosexual activist Harry Britt, a member of the San Francisco board of supervisors, also senses a change. Says he: "I haven't found



PHILADELPHIANS DOWNTOWN ON CHESTNUT STREET



MARINES AT PARRIS ISLAND BOOT CAMP



anybody who doesn't feel good about being an American right now." The new mood has become a central element in the presidential campaign. Ronald Reagan has tried to capture the flag by stressing the nation's economic recovery and his huge military buildup. Most Reagan campaign events are masterpieces in Yankee Doodle pandering. The Democrats made a point of waving Old Glory at their convention in San Francisco. "There is not one party that is patriotic and one that is not," insists Walter Mondale.

The ebullient surge did not happen overnight, but in fits and starts from the mid-1970s onward. After Viet Nam and Watergate, America seemed to have lost much of its confidence and moral energy. The nation's mood, as measured for TIME by the polling firm Yankelovich, Skelly & White, reached a low point in 1975. During the Bicentennial celebrations, all sorts of Americans were surprised to find themselves feeling a *frisson* of harmless patriotic pleasure. Between June and September 1976, the surveys showed a 10% jump in the "state of the nation index," the fastest rise recorded by Yankelovich before or since. Carter's improbable, romantic victory sent spirits higher still, to a level not reached again until this year. But after his first year, the mood started to sour, declining further after the American embassy staff was imprisoned in Tehran.

Days after the hostages were freed, a New York Times editorial marveled that

they had "returned to a different country than the one they knew only 14 months ago." Declared the *Times*: "Now the pride and patriotism that many people tried to unfurl during the Bicentennial have erupted without embarrassment. It's not as though there were no more divisions in the country . . . But on every side, there has suddenly appeared a need to express national unity, to demonstrate an unashamed patriotism." From the outset, Reagan benefited from this yearning; the hostages left Iran on his Inauguration Day.

In 1981, after a pair of Navy F-14s blasted two Libyan jets over the Gulf of Sidra, the jolt of home-team pride was strong, and the taking of tiny Grenada last year prompted more V-G-day celebrating than seemed strictly appropriate. Jesse Jackson's presidential candidacy, despite the antagonisms it sometimes stirred, was a salutary symbol of black progress. The Democrats' historic nomination of a woman for Vice President added to the political self-esteem. The high spirits surrounding the Olympic Games struck some observers as jingoistic and ungracious. But with American athletes winning nearly everything in sight, the country was able to see itself as it liked: wholesome, powerful, a touch rowdy. Americans could celebrate as they had not done in a long time.

In *The Confidence Gap*, Business La-

*bor, and Government in the Public Mind*, published just last year, Stanford University Sociologist Seymour Martin Lipset and Political Analyst William Schneider examined reams of survey research and concluded that an American malaise, a loss of faith in social institutions, was continuing unabated. Now, however, Lipset's view of the national climate has changed strikingly. "I think it will take some years for Americans to have digested the disappointment they felt over Viet Nam and Watergate," he says, "but I think we are witnessing a fundamental shift toward more positive attitudes about American institutions." Two-thirds of the respondents in a TIME-Yankelovich survey last month felt that things were going "very well" or "fairly well" in the U.S. It was the most upbeat reading since the Carter honeymoon in 1977.

For many people, the improvement is a quiet, half-conscious affair. For many others, patriotism seems the natural, handy outlet for America's jaunty spirits and prosperous circumstances. Like any other kind of love, it is an emotional catchall for all sorts of hankerings and other sentiments. "Whenever I go to Dodger Stadium, I feel very patriotic, so proud to be an American," explains Susanne Anderson, 36, a Las Vegas casino bartender. "Nowhere but in America can thousands of working-class people go on their days off and drink beer and wave pennants and watch a baseball game."



UNIVERSITY OF IOWA CHEERLEADER AT SEASON OPENER



A VISIT TO THE BARBER IN EAST MACHIAS, MAINE

## "I haven't found anyone who doesn't feel good about being an American right now." HARRY BRITT

Nowhere but in America—and Japan and South Korea and the Dominican Republic and Cuba, and so what? Let her feel patriotic when she watches the Dodgers play ball. The Olympic torch had nothing to do with patriotism either; indeed, it is a symbol of supranationalism. But as the torch zigzagged among them from east to west this summer, people waved flags, cried and sang *America the Beautiful*.

Once ignited, a sense of optimism (like pessimism) can be self-fulfilling: the U.S. has cheered up partly because enough Americans willed such a change. It is the power of positive thinking writ large. "Magic takes over from reason at such times," wrote Author Gail Sheehy last month in a paean to the new mood. Christopher Reed, writing more acutely about the Olympics for Britain's weekly *Spectator*, found Americans "feeling proud about their pride." Is the bonhomie real, or is the country engaged in massive autosuggestion? When it comes to a subject as ineffable as the mood of America, sharp distinctions between public perception and palpable reality are not possible, and may be moot. "Sometimes I have to wonder whether the facts are really there," says Harvard University Theologian Harvey Cox, "or whether this is simply a note of wishful thinking. But the very fact that we would like things to be better is what's important."

Not everyone is caught up in the buoyant mood, of course. Social Historian Christopher Lasch dismisses the phenomenon as gassy and unreal. "There seems to be a concerted effort in the media," Lasch says, "to present this view of a vast improvement in the public morale. But I doubt that it's much more than an emerging consensus in the media." Farmer Ron Nelson of Columbus, Kans., harbors a similar skepticism. "I have a wait-and-see attitude," he says.

"It's easy to see flag waving during the Olympics, with all those medals and all. Patriotism was promoted during the Olympics. But do we have it because we feel it or because they tell us to feel it?" Hodding Carter III, State Department spokesman in the Carter Administration, believes that there is indeed a new swagger in the American walk but is not sure he approves. "Patriotism is back," he wrote last month in the *Wall*

*Street Journal*, "as everyone seems fond of saying these days, and more power to it—I think. Depending on how you define it, patriotism can be a healthy love of country or something quite different and disturbing."

**F**or many blacks and poor people, all the sunny talk seems irrelevant, almost mocking. According to the Yankelovich survey for *TIME* in August, 71% of whites said they felt that things in the U.S. were going well; nonwhites were evenly divided on the question. Furthermore, nonwhites in the survey (58% to 38%) agreed with the statement that "the country is in deep and serious trouble," while whites just as strongly (33% to 60%) disagreed. According to the poll, cheerfulness about the country is directly related to income level. Father Charles B. Woodrich presides over Denver's largest ghetto parish, and operates a breadline for 500 people a day. Declares Woodrich: "Nobody says things are better. If we're in an upbeat situation, I think it's a mystical experience that cannot be defined." In Pontiac, Mich., black Bookkeeper Mary Williams, 55, lives in a neat, integrated neighborhood. She is not poor, but neither is she glad about the state of the nation. A New York *Times* survey last fall found that only 35% of blacks said they were "very patriotic," compared with 56% of whites. In Fairmont, W. Va., Olympic Gymnast Mary Lou Retton's home town, people are brimming with pride, of course. Yet un-

employment is running at 10%, and as Mayor Gregory Hinton says, "Patriotism does not feed the family."

With his uncanny knack for conveying a sense of some simpler, lovelier, bygone American age, Reagan has encouraged the notion that happy days are here again. "Reagan is our past speaking to us," says Political Historian Garry Wills, "and we want to remember with him." Furthermore, as Britain's weekly *Economist* noted, "Republicans have no hang-ups about patriotism." The conservative President in particular has always been fluent and profuse with the imagery and language of conventional, Decoration Day patriotism. Says Frank Quam, a farm-management teacher in Stewartville, Minn.: "Reagan is of that nature, the flag waving, and people like that." The Democrats, for their part, have a very tricky path to navigate. In a holdover from the supercharged politics of the Viet Nam War, many Democrats have been ill at ease with flag waving and the military trappings of national pride. Moreover, while Mondale must appeal to public worries about the monstrous deficit and the Reagan Administration's foreign policy stumbling, he cannot afford to seem a grim, party-pooing pessimist.

In an interview on an NBC news program last week, Mondale was pressed to cite one positive accomplishment by the current Administration. He could come up with no particulars, until, finally, he admitted, "I think that Reagan's tendency to

give an optimistic feeling about the country is good."

Mondale grants Reagan more credit for whipping up American optimism than do many analysts. Declares a White House adviser: "It's less a case of Reagan's having caused the mood than it is a matter of his reinforcing it." In describing Reagan's accomplishment, observers seem drawn to oceanic metaphors. "Ronald Reagan is riding a crest," suggests Duke University Vice Chancellor Joel Fleishman, "the crest of a phenomenon he did not wholly create, but which he exploits." Neoconservative Editor Norman Podhoretz agrees: "It's a wave that's been building, and Reagan has been appealing to it. It's a matter of the man meeting the moment."

Whether bringing Lenny Skutnik, the Air Florida crash hero, to his



A POSTMISTRESS RAISES OLD GLORY

**"The very fact that we would like things to be better is what's important."** HARVEY COX

State of the Union address at the Capitol or making time for a photo session with Retton and the other Olympic medalists, Reagan manages to come off like a kindly Uncle Sam. Even when his rhetoric turns maudlin and manipulative, he seems sincere, for the President believes the patriotic pieties simply and intensely. He gives himself goose bumps. In a speech at the American Legion convention two weeks ago, Reagan went right to the heart of the matter: "What a change from only a few years ago, when patriotism seemed so out of style," he said. "I'm not sure anyone really knows how the new patriotism came on so quickly, or when and how it actually began. . . . Well, wherever the new patriotism came from, there can be no gainsaying its arrival." Then in his remarkable pastiche of a peroration, he quoted country-and-western song lyrics ("Cuz the flag still stands for freedom, and they can't take that away"), recalled the Grenada invasion, the Olympics and his D-day anniversary visit to Normandy and told an anecdote about how the dying Ulysses S. Grant saluted a battle-scarred Union veteran ("as Grant's wife and the doctor wept").

In Reagan's campaign advertising, the theme of renewed national confidence is sounded more subtly and soothingly: "Americans are like any people," suggests Sociologist Lipset. "When they go to the doctor, no matter what is wrong with them, they want the doctor to tell them they're O.K." Last week the Reagan campaign bought 30 minutes of prime time on ABC, CBS, NBC and three large cable networks (total bill: \$750,000) to air what may be the slickest, most ambitious political ad ever made. The centerpiece of the commercial was the 18-minute film used to introduce Reagan at the Republican Convention; the remainder consisted of highlights from his speech and footage of the delirious reception he received from the delegates. The film was studded with staged vignettes of American life: a smiling old couple, a wedding, a sunrise, a house under construction. Over one, an announcer says, "America's back." Explains Phil Dusenberry, a Madison Avenue creative director and Reagan advertising strategist: "That is what we have done in the past with Pepsi, to elicit a sense

of optimism, a sense of patriotism."

Earlier this month, Geraldine Ferraro spoke contemptuously of Reagan's "self-conscious patriotism that's made on Madison Avenue." But the Democrats also are scrambling to embrace the potent symbolism of red-white-and-blue traditionalism. As Ferraro and Mondale paraded down Manhattan's Fifth Avenue on Labor Day morning, a brass band walked near by, playing Sousa marches. At the Democratic Convention in July, the San Francisco Girls and Boys Chorus sang *America the Beautiful, This Land Is Your Land*, while the delegate horde turned the convention floor into a blur of red, white and blue. Convention Guest Mark Green, co-author of *There He Goes Again: Ronald Reagan's Reign of Error*, confessed to an awkward moment: "At first I didn't want to wave a flag. But on the last night of the convention I was waving two of them." The party was demonstrating to itself and to the public that Democrats were no longer embarrassed by corny displays of national zeal. "I think that the Democratic Convention showed that we don't own the flag," said White House Pollster Richard Wirthlin during the GOP's gathering in Dallas. "I felt one of the most successful things was their ability to [evolve] traditional values, and that included not only patriotism, but family, neighborhood, the value of hard work—campaign themes we've used with a vengeance."

The Democrats have a grudging but intense awareness of the nation's new mood and its political importance. "This is a country that wants to believe in itself," says Mondale Pollster Peter Hart. "We know Americans are more confident about things, that we're headed in the right direction, more than any time since 1972. We know that exists." Thus, he explains, "what we're trying to say is 'Elect us because we can conquer the challenges ahead.' This is not a negative message. It's saying, 'Here's what we can do.'"

**B**ut with his natural reserve and sometimes phlegmatic manner, Mondale seems ill equipped to drive the inspirational message home. Democratic Strategist Robert Strauss says that his man's empathy is not transmitted well on TV. "When you get past the show-biz part of it and talk about family values and American values," Strauss says, "Mondale doesn't have to take a back seat to anyone. But he doesn't handle the tear in the eye anywhere near as well. It's like everything else. It depends on how you do it." New York Governor Mario Cuomo showed in his keynote speech to the convention that the Democrats can convey an uplifting vision of America: his notion is nation as family, in contrast to every-man-for-himself G.O.P. individualism.

Not only has Mondale been unable to posit a specifically Democratic optimism, but the electorate, given its current mood, seems willing to forgive Reagan's past policy failures. "People forget what transpired during the first two years of his Administration," says Georgia Democratic Chairman Bert Lance. "People went through great economic trauma. But it's like an earache: when it's hurting, that's all you've got on your mind, getting rid of it, but when you get relief you start to think about other things."

"Patriotism," said Dr. Johnson just as the American Revolution was beginning, "is the last refuge of a scoundrel." At about the same time, Dr. Pangloss was giving optimism a bad name too. "In this best of all possible worlds," said the Voltairian character, "all is for the best." But those impulses, patriotism and optimism, are prominent and con-



ALONG THE MIDWAY AT THE NEW MEXICO STATE FAIR

## "Reagan is our past speaking to us, and we want to remember with him." GARRY WILLS

nected in the American psyche. The idea of manifest destiny carried both to a bellicose extreme. Franklin Roosevelt, when he insisted that the nation had nothing to fear but fear itself, expressed the linkage beautifully. Patriotic trappings took on particular importance in a vast, heterogeneous nation with hardly any history to bind its citizens, and the pioneer spirit is necessarily hopeful.

Outpourings of nationalist cheer have occurred before. Many historians, from Henry Adams to Arthur Schlesinger, have postulated that the U.S. undergoes regular historical cycles 20 to 30 years long, periods of great social combustion alternating with quiescence, change followed by consolidation. After the War of 1812 and its embargoes, the frontier opened up, the economy took off, American fractiousness subsided, and the extraordinary era of good feelings commenced, lasting for more than a decade. The 1920s coincided with a less constructive but perhaps giddier national mood that found expression in the election of two laissez-faire Presidents. On the eve of the 1920 election, H.L. Mencken came out in favor of Warren Harding, "an honest reactionary" who pledged a return to normalcy. Harding's successor, Calvin Coolidge, won in 1924 on a platform of tax and budget cutting. Coolidge's "chief feat during five years and seven months in office was to sleep more than any other President," Mencken wrote later. "The itch to run things did not afflict him; he was content to let

them run themselves . . . So the normalcy that everyone longed for began to come back in his time, and if he deserved no credit for bringing it in, he at least deserved credit for not upsetting it." The late 1950s and early '60s, between the wars in Korea and Viet Nam, may be the most recent analogical period. McCarthyist fury had faded. The U.S. was prosperous. Wrote Historian Samuel Eliot Morison: "[Eisenhower] took over the presidency at a time of malaise and hysteria; he left it with the country's morale restored."

That contentment lasted no more than a decade. The '60s rather quickly became unsettled—politically, culturally, morally, every which way. The war in Viet Nam dug deep divisions in society and permanent-

ly changed the terms of American patriotism. A national self-doubt, for all its cleansing effects, became chronic and corrosive. "From 1965 on, our levels of confidence in America took a precipitous drop," says Sociologist Lipset of the body of survey data. "Every time a new President was elected there would be a blip up. But basically, it was a decline that was precipitous."

**A**s disagreement over the war grew more ferocious, partisans on both sides thoroughly politicized patriotism: antiwar sentiment tended to slip easily into a vulgar anti-Americanism, and "Americanism" meanwhile became synonymous with intolerance of dissent. National pride was not easy. "Sure, there were achievements in the field of civil rights," says California Assemblyman Tom Hayden, a co-founder of Students for a Democratic Society. "But significant numbers of Americans could not feel proud about an Army that began to occupy Viet Nam, burn villages and send back veterans hooked on drugs. There was more than a decade during which it was hard to identify positively with what this country had become." Just when U.S. troops finally left Viet Nam, Watergate cracked open. A numb, stony cynicism took over, and even to many apolitical Americans, patriotic sentiment had come to seem anachronistic and nasty. The country was tired and deflated.

By many reckonings, the U.S. has now simply embarked on an overdue stint of R. and R. Political Philosopher Benjamin Barber of Rutgers University says, "A nation needs to rest. Watergate, Viet Nam—they took a toll on the American spirit, and you can't begrudge its time of rest." The respite offers a chance to reflect on the considerable achievements of the civil rights, environmental and feminist movements, among other things. "It's arguable that we have been through the most radical redefinition of the role of the individual in our society," says Middlebury College President Olin Robison. "When we get through this, we'll put it short and say, 'Look, there's a lot that's right about our society.' " The repleted American spirit, as it pokes to the surface, tends to have a patriotic look. Yet even Hayden, the erstwhile radical, believes that is O.K. "I think that when you peel away all the hype," he says, "there is still a natural, cultural need to feel good about one's country."

Though that latent urge never died, it grew robust only at the convergence of several trends and events. One crucial prerequisite: the country at last seems to be contemplating and unsnarling the residual complexities of the Viet Nam War. In Washington, the earth-and-black-granite monument to those who died in the war, which is not quite two years old, draws 12,000 visitors a day. Viet Nam Veteran Jack Wheeler, 39, a driving force behind it, is pleased. "More of the visitors are people my age who didn't go," says Wheeler, author of *Touched with Fire: The Future of the Viet Nam Generation*. "And there are a lot of women. What that signals is a desire to think about Country with a capital C. It shows a willingness to remember."

The high-strung baby boomers have mostly passed 30 and are trotting toward 40: they have chosen careers, settled down, married, stabilized. Families and mortgages act as ballast. Furthermore, such a fresh, burgeoning stake in the future naturally fosters hope for the future. In political terms, a concern for the next century can turn right or left, toward economic conservatism, for instance, or toward a special determination to avoid nuclear war. Or up, into sheer ambition. Says Yippie turned Yuppie Jerry



LEAVING SUNDAY SERVICES IN NASHUA, IOWA

# Line Rider Jacket from Marlboro.

In spring and fall, a cowboy needs a warm jacket that's tough enough for riding through heavy brush or working a bronc.

The Marlboro Line Rider Jacket is made of lightweight, water-repellent canvas with a custom wool lining. A corduroy collar turns up for extra warmth.

**\$70.00** plus two end labels from  
the pack or box of Marlboro.



#### Mail to: Marlboro Line Rider Jacket

P.O. Box 41757, Chicago, Illinois 60641-0757

T

Please send ( ) Marlboro Line Rider Jacket(s) at \$70 each. Enclosed are two end labels from any pack or box of Marlboro, along with check or money order (no cash, please) payable to Marlboro Line Rider Jacket.

Sizes (circle) Small (34-36) Medium (38-40) Large (42-44) X-Large (46-48)

Total Amount Enclosed \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Offer available only to persons 21 years of age or older. Offer good in USA only, except where prohibited, licensed or taxed. Offer good until Dec. 31, 1984, or while supplies last. Please allow 8-10 weeks for delivery.

#### Cut out and save.

Our aim is to make sure you're completely satisfied with your order, and that you receive it on time. But sometimes things go wrong. If they do, let us know. Write: Marlboro Line Rider Jacket, 120 Park Avenue, New York, New York 10017.

Lights Kings: 11 mg "tar," 0.7 mg nicotine—Kings & 100's  
17 mg "tar," 1.1 mg nicotine av. per cigarette, FTC Report Mar '84

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

**"When you peel away the hype, there is a natural need to feel good about one's country."** TOM HAYDEN

Rubin: "People are very patriotic. I'm much more pro-American than I have ever been in my life. It's not that people are optimistic about foreign policy or Government, but about their own power and achievement."

Silicon Valley is the Yuppie stronghold, and the computer boom has contributed significantly to the renewed faith in American ingenuity and, more broadly, in the American dream of boundless opportunity. The country's economic future, when viewed through a silvery high-tech scrim, does indeed look exciting. Moreover, the 21st century seems to be mingling with the 19th: entrepreneurship, led by the high-tech vanguard, has been imbued with a quasipatriotic urgency.

Indeed, the economic recovery, more than any other factor, accounts for America's soaring spirits. True, the federal deficit is huge and worrisome. But since the spring of 1983, the G.N.P. has been expanding faster than it did in the previous ten years, and the inflation rate, 4.2%, is down to the comfortable levels of ten or 15 years ago. Since the recession bottomed out in November 1982, disposable income has risen by \$1,500 a person and nearly 7 million new jobs have opened up. (By contrast, Western Europe, which has a comparable working-age population, lost 3 million jobs in the past decade.) "To be honest with you, everything depends on the economy," says Mo Ansari, part owner of Mr. Mike's Breakfast Restaurant in Keego Harbor. "They like to work," he says, gesturing toward his patrons, "and there's a big smile on their face when they do. I'm happy to see it, because I don't like being around depressed people." Four years ago, Ansari came to Keego Harbor from Iran. The rollicking economy has made the U.S. more attractive than ever as a destination for immigrants: 2.5 million have come legally over the past five years, 20% more than arrived during the previous five years. It ought to hearten Americans that so many people around the world still hunger avidly to become Americans.

The U.S. has moved beyond the sense of powerlessness instilled by the Viet Nam debacle and inflamed again by the Iranian hostage taking. Even Americans who disapproved of the Grenada invasion were not horrified very deeply or for very

long. "Some people may feel good about invading Grenada," says Hayden. "Personally, I think that's a farce combined with tragedy. By contrast, there's nothing wrong and everything right with celebrating missions into space. And I'm proud about Los Angeles sponsoring a positive, uplifting Olympics in a city which had been perceived as being incapable of an achievement of that sort."

**O**f course, straightforward Stars and Stripes evidence is plentiful too. The armed forces are easily filling their recruitment quotas. The re-enlistment rate is 71%, the highest since World War II. The Army National Guard has met its authorized strength for the past three years. Applications for admission to the three service academies rose by 59% between 1980 and 1984. Old Glory is having a heyday too. The Art Flag Co. of Manhattan, a major national distributor, reports a sales increase of 30% this year. During the Olympics, a Los Angeles county inventor was awarded a patent for his electric flag-waving machine. Ridiculous, maybe, but there is also the sublime. In San Francisco last July 2, as a pair of middle-aged bohemians left the Flag Shop with their purchase, a more orthodox customer arrived. "I'm surprised you'd sell a flag to the likes of them," the man said to Owner Jim Ferrigan, who was flustered. "Hey, buddy," he told the man, "the flag belongs to everyone."

For Americans who came of age dur-

ing the Viet Nam War, the patriotic impulse is tempered by their generational experience. "If patriotism is love of country, the land and communities, we'll buy that," says David McCauley, head of the Vermont American Friends Service Committee. "If it is just flag waving and adventurism in foreign policy, we won't." Jack Wheeler believes the disputes of the past 20 years permanently affected his peers' sense of citizenship. "The Viet Nam generation was an idealistic bunch of people," he told TIME Washington Correspondent Jay Branagan. "This idealism is fertile ground for a healthy patriotism." By healthy, Wheeler means cooler and more thoughtful. Says he: "I feel once burned, I'm not going to be twice burned. Even though our patriotism is evident, it isn't fully flowered. It's still tentative. The baby boomers, says Wheeler, who is a Republican, "have a sense that life isn't as simple as in the old days. They can't slip into simplistic, chauvinistic patriotism. There is a generous and mature patriotism, [not] thin and shrill." Tom Hayes, a Minnesota farm-management teacher, is seven years older than Wheeler, and just over the generational line. "When they play *The Star-Spangled Banner*," Hayes says, "I can still feel a chill up my spine. But I doubt if my kids are like that." Maybe, maybe not, but his two sons are in the service. Moreover, unselfconscious patriotic feeling seems rampant among teenagers.

A pointed Americanism is seeping into the cultural stream too.

Right after the Los Angeles Games, ABC broadcast the premier episode of *Call to Glory*, a new series, set in the early 1960s, about Air Force fighter pilots. Says a network insider: "The campaign to promote this program was all based on connecting the patriotism the network felt would be generated during the Olympics with that of this new series." The show was the highest-rated program the week it aired. *Red Dawn*, a crude fantasy about armed resistance to a Soviet takeover of the U.S., is an enormous box office success. MGM began filming it three months after the downing of Korean Air Lines Flight 007.

The fascination with country is not all martial, however. A Sally Field movie due out this week, *Places in the Heart*, is a highly sentimental, richly



PLEADING ALLEGIANCE IN A NEW YORK CITY ELEMENTARY SCHOOL

# Count On Pan Am To The Far East And Far More.

Pan Am Flies To More Cities Across The Pacific Than Any Other Airline.



SINGAPORE 

SHANGHAI 

BEIJING 

SYDNEY 

MELBOURNE 

AUCKLAND 

MANILA 

TAIPEI 

HONG KONG 

SEOUL 

Back in 1936, Pan Am was first across the Pacific. Today we're still first. We fly to more cities than any other airline, including three cities in the South Pacific—Auckland, Sydney and Melbourne. And we fly only big, roomy 747's and 747SP's across the Pacific.

For reservations and information, call your Travel Agent, Corporate Travel Department or Pan Am.

**Pan Am.**  
**First Across The Pacific.**  
You Can't Beat  
The Experience.



ROANOKE, VA

LYNCHBURG, VA

ALTAVISTA, VA

# NORFOLK SOUTHERN SPENT \$5,000,000 CUTTING CORNERS FOR SHIPPERS.

At first glance, it would appear that spending millions to cut 24 miles from a freight run is a bit extravagant.

But if you are a shipper moving goods between the Southeast and the Midwest every day or every week, you'd say the money was well spent.

At Norfolk Southern we call this new shorter route the "Altavista Gateway." It saves more than miles.

It saves precious time—and gives your freight a water-level ride around the Blue Ridge Mountains.

Building the Altavista Gateway is another example of how Norfolk Southern's Thoroughbred Service works in the interest of our shippers.

For more information on how Thoroughbred Service works to your advantage, call any of Norfolk

Southern's 82 sales offices in cities from coast to coast.

- World's largest coal transshipment facility;
- Outstanding safety record among Class 1 railroads;
- Consolidated sales force, single-system service;
- Best damage claims ratio in the East.

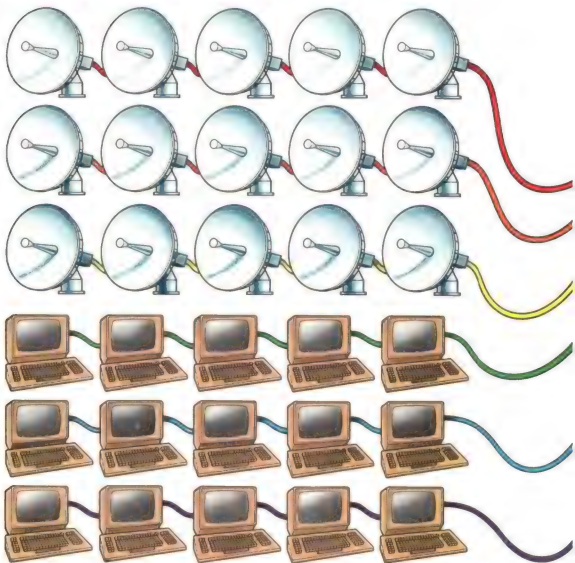
**THOROUGHBRED SERVICE.**  
ONLY NORFOLK SOUTHERN HAS IT.  
NOTHING ON WHEELS CAN MATCH IT.

 **NORFOLK  
SOUTHERN**





**Which Information Technology company  
was plugged into convergence  
years ahead of the industry?**



**For your information,**



**Things used to be easy.**

There were telephone companies, and there were computer companies. But today things are not so easy. Or clear. Today, telephone companies are trying hard to look more like computer companies. And computer companies are promising complex communication networks.

**Why are all of these companies, which used to be so different, now trying to look so much alike?**

What is happening is a phenomenon called convergence. Simply put, it means the communications industry and the information processing industry are becoming one: the Information Technology industry. And, companies which once specialized in computers or telephones are now rushing to broaden their capabilities and product lines.

**The best of both worlds.**

There's one company that's been

working on this convergence for a long time. A company which has developed a broad base of technology and products in *both* communications and information processing. And which has been providing these products to corporations across the nation and governments around the world for the past 25 years. Everything from super-minicomputers to microwave networks, word processors to digital telephones and PBXs,

DDP systems to satellite and lightwave networks. And much more.

A company, with sales last year of \$2 billion, that is using its technology to bring the world not just state-of-the-art products, but totally integrated systems and networks. To serve the growing need for increased efficiency and productivity in the new Information Society.

As you might expect, this is a company that is playing a major role in setting the pace and direction of the fast-moving Information Technology industry. But as you might *not* expect, it's a company you have heard little about. Until now. To learn more, contact Harris Corporation, Dept. 220, Melbourne, Florida 32919.

 **HARRIS**

# our name is Harris.



DON BANKARD, PRESIDENT, PG&E

# “ZIP+4 codes will save Pacific Gas & Electric Company \$200,000 this year.”

MAIL THIS COUPON TO SEE HOW YOUR COMPANY CAN SAVE, TOO.

PG&E was one of the first companies to convert to ZIP+4 codes—the Postal Service's 9-digit system for First-Class Mail®. Now its once-a-month mailing to 4 million customers is made at considerable savings. “About \$18,000 a month,” Mr. Bankard explained, “is purely ZIP+4 savings. That's on top of our Presort savings.”

As for the conversion, “we contracted it out. And got it done for less than expected. All the conversion costs will be paid back in only 3 months.”

Find out how the ZIP+4 program can work for you. Complete this coupon. For immediate assistance or the number of a local postal customer service representative, call 1 800 842-9000, ext. 353

Please check your line of business:  
 Insurance,  Banking,  Manufacturing,  
 Securities,  Utilities,  Education,  
 Retail,  Government,  Publishing,  
 Service Company,  Other. And check your yearly First-Class Mail volume:  
 Up to 10,000,  10,001-50,000,  50,001-100,000,  100,001-1,000,000,  1,000,000+

U.S. Postal Service, Regular Mail Services  
P.O. Box 2999  
Washington, D.C. 20013-2999

Name \_\_\_\_\_

Title \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ ZIP \_\_\_\_\_



# ZIP+4

5C43

ADDRESSING TOMORROW TODAY.

## "Just as in the 1960s, this patriotic wave will lead to a concern about change." SAMUEL HUNTINGTON

American story: a Texas widow during the Depression takes up cotton farming to keep her homestead and family together. *Blue Highways*, the bestselling account of a 13,000-mile trip down back roads, made a reassuring case that the American fabric still looks like a charming country quilt. American architecture has been pursuing a rather whimsical rediscovery of its home-grown past: flimsy roadside commercial buildings are regarded as significant folk design, for instance, and turn-of-the-century housing styles are now being absorbed into the postmodernist aesthetic. When Conservative Columnist George Will calls Rock-'n'-Roller Bruce Springsteen (*Born in the U.S.A.*) an exemplar of bedrock American values, as he did in a column last week, who will deny that the country has become infatuated with itself?

The spirit may fizzle away. It may leave little of substance. Or it could congeal into something meaner: smug, complacent, intolerant, jingoistic. Lipset suggests that if serious economic problems hit the country during the next couple of years, Americans will become bitter than ever, and sink to new depths of national despair. Says he: "Americans will feel had, no matter what party is running the White House at the time." Or the country might become self-satisfied and flaccid. "Optimism does not mean that we should not be cognizant of the real problems that we face," says Orthodox Rabbi Stanley Wagner, president of the Rocky Mountain Rabbinical Council. "The cheerful mood can easily be converted into hedonism, which in turn can trigger a destruction of the moral fiber of American life." The conversion of the burgeoning self-esteem into a new selfishness may already have begun. Among students of the preppey Landon School in Bethesda, Md., the mood is all about money. Says Headmaster Malcolm Coates: "I'd like to see a little more curiosity and discontent."

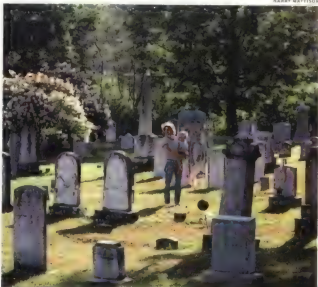
Generally, periods of self-indulgence have given way to eras of greater idealism. Harvard's Samuel Huntington, for one, is convinced the standard cycle will unfold. Says he: "Just as in the 1960s, this patriotic wave will in turn lead to a concern about change, whether political, economic or social." So far, however, the current spirit, patriotic and otherwise, shows little sign of being harnessed purpose-

fully. Says Sam Brown, who was director of ACTION, the federal volunteer agency that operates the Peace Corps and VISTA, during the Carter Administration: "With all this sense of feeling good about ourselves, I haven't seen a growth of generous spirit toward the least privileged among us, and that has the risk of turning into an 'Everything's O.K., we don't have to worry about anybody else' kind of attitude." Editor Charles Peters of the *Washington Monthly*, guru of the neoliberals, sees an optimism with a patriotic tint, and waits for something more. "They're not going out and joining the Peace Corps today," he says. "Are people willing to vote for national service? That's the real test. If they aren't, then it's all just talk. The warm glow of it all may just come from sitting in front of the tube with everyone else, watching the flag."

The glow will be wasted if it remains only that. There are enormous social tasks begging to be addressed. The country's bridges and highways are literally falling apart, while the infrastructures of many of the grimy older cities have sunk into profound disrepair. The urban underclass, people in or slipping toward a permanent netherworld of poverty and alienation, numbers in the millions. Penal policy for the most part remains a wholesale, unimaginative dead end: criminals are either jammed into prisons or allowed a free-and-easy probation. But the public seems to find serious discussions of social problems passe, even annoying.

American allies in Europe, already envious of the U.S. economic recovery, were put off by the nationalist excesses they watched live from Los Angeles. The happy-go-lucky glee has permitted Europeans to indulge in their stereotype of Americans as big, overenergetic rubes. Last month France's weekly *Le Nouvel Observateur* ran a cover story titled *The American Explosion*. "As far as chauvinism is concerned," wrote former Deputy Culture Minister Françoise Giroud, in one particularly biting article, "the Americans are gold-medal winners in every category." Yet Giroud is tolerant in person. Says she: "We've gone very far in our derision of traditional values, and now we're coming back to them. I don't think the phenomenon in the US is dangerous. It's just that, as usual, it's more visible." More than one British newspaper has offered some sober, sympathetic advice against too much gloating. "The gap that divides [the Soviet Union and Western Europe] from the United States is beginning to grow," warned an editorial in the conservative and pro-American *Sunday Telegraph*: "with Uncle Sam starting to look like the odd man out, isolated by too much wealth and success. . . . In its present justifiably ebullient state of mind, the United States tends to be equally impatient of criticism from friend or foe."

To Americans busy enjoying themselves, however, the cautions from every quarter tend to sound like a parent warning a rambunctious child not to have too much fun: "Be careful! Somebody's going to get hurt!" The caveats are valid enough, but they ought not to spoil this rare frolicsome mood. The U.S. feels reasonably content and secure, sure-footed and loose. People just might be gathering their strength to endure the country's next surge of social ferment, to cope with new and unimagined crises. Or they might simply be relaxing a little. "We may only be on a national fling," says Middlebury President Robison. "One can go on a fun outing, enjoy it, be refreshed by it, without its having any earthshaking meaning. That's not necessarily all that bad. It is like a summer romance." If the romance deepens, so much the better. —By Kurt Andersen, Reported by Josie Atlinger/Los Angeles and Elizabeth Taylor/Washington, with other bureaus



MOTHER AND CHILD AT A GRAVEYARD IN PITTSFIELD, VERMONT

## Pressing the Abortion Issue

*Ferraro's stand is attacked by bishops, defended by Democrats*



Rather than fading, the divisive issue intensified. Democratic Vice-Presidential Candidate Geraldine Ferraro found herself under seemingly concerted attack by Roman Catholic bishops for failing to embrace the church's position on abortion. Presidential Candidate Walter Mondale ran into a buzz saw of antiabortion demonstrators in the Deep South and felt compelled to defend his religious beliefs. Despite evidence to the contrary, Vice President George Bush said that he could not recall supporting any type of federal funding for abortion in his primary race against Ronald Reagan four years ago. The President, meanwhile, basked in the presence and lavish praise of a Roman Catholic Cardinal in Pennsylvania.

During the emotional week, two Catholics who are Democratic officeholders, New York Governor Mario Cuomo and Massachusetts Senator Edward Kennedy, sought to cool passions with a well-reasoned defense of their own—and by implication, Ferraro's—refusal to seek laws that would impose Catholic moral positions on all of U.S. society. Cuomo, more restrained than in his stirring Democratic Convention keynote speech but just as articulate, drew a standing ovation from an overflow crowd at the University of Notre Dame after a 53-minute discourse in which he asked a pointed question of his fellow Catholics: "Are we asking government to make criminal what we believe to be sinful because we ourselves can't stop committing the sin?"

The continuing debate over the proper role of religious leaders in trying to influence public policy and the conflicting pressures on elected officials who hold strong religious beliefs distracted Mondale and Ferraro from their planned campaign strategies. The two Democratic running mates were almost unable to focus attention on the many issues they want to employ against Reagan in their long-shot battle to wipe out the President's commanding lead in popular support. The furor sublimated Mondale's long-awaited unveiling of his plan to slash the huge federal deficit by two-thirds within four years (see following story). The only hope for the Democrats in the reli-

gious controversy was that a backlash might grow against the intrusion of the bishops, as well as Protestant Fundamentalists, into partisan politics.

The assault on Ferraro seemed almost gratuitous. Before addressing a pro-life convention in Altoona, Pa., New York Archbishop John J. O'Connor told reporters that Ferraro had "said some things about abortion relative to Catholic teaching which are not true." He did not immediately explain just what Ferraro had said or when she had said it. Puzzled and privately seething, the candidate



Ferraro and O'Connor exchange greetings at Italian-American dinner

tried to reach O'Connor between campaign appearances. She finally did so from Indianapolis. In what she described as a "cordial, direct and helpful" 35-minute telephone conversation, she politely asked the Archbishop what "mischaracterization" of the church position he had in mind. He cited a letter she had sent in 1982 to other Roman Catholic members of the House accompanying some literature from a group called Catholics for a Free Choice. The printed material showed, her letter said, that "the Catholic position on abortion is not monolithic and that there can be a range of personal and political responses to the issue." Barely suppressing her anger, she questioned the timing of O'Connor's announcement. "Why is this letter coming out now of all times?" she asked. Unsatisfied by a vague answer from O'Connor,

Ferraro pleaded, "I think that if you make reference to it again, you ought to make it clear you're referring to a 1982 document."

Timing aside, the disagreement between the two was over the meaning of the ambiguous language that the Ferraro letter, which had been drafted by an aide, had used. The Archbishop contended that Ferraro had "misrepresented" the position of the church. "The teaching of the Catholic Church is monolithic on the subject of abortion," he said. Indeed it is (see box). But Ferraro insisted that she was not referring in her letter to the official position of the church, which she agreed "is monolithic." Instead, she was referring to individual Catholics, contending that "there are a lot of Catholics who do not share the view of the Catholic Church."

That, too, is not in dispute. A recent Gallup poll on abortion, taken in the summer of 1982, shows that 64% of U.S. Catholics oppose "a ban on all abortion." That is almost as large as the opposition among all Americans (69%) and all Protestants (70%). Even "evangelical" Protestants, Gallup found, oppose an abortion ban 58% to 42%.

Ferraro's reception in Scranton, Pa., an area in which roughly one-third of the population is Catholic and the pro-life movement is strong, was far less gentle. Worried about possible violence, Scranton police substituted plainclothes officers for volunteer drivers in the Ferraro motorcade, and a state police helicopter monitored the route. She faced bitter signs at her speech site in a downtown mall. FERRARO—A CATHOLIC JUDAS, read one. I'M GLAD FERRARO WASN'T MY MOTHER, said another, held by a five-year-old boy. The shouts of the several

hundred protesters, however, were overwhelmed by the Ferraro supporters in the crowd of 5,000. The candidate did not duck the religion issue. "For the first time in over 20 years, religion has been injected into a presidential campaign," she told the crowd. "I have not welcomed it, and I do not want it to be an issue in this race. To me, my religion is a very personal and private matter. But when some people try to use religion for their partisan political advantage, then the freedom of us all is at risk." She said that her oath of office requires that she serve "all the people of every faith, not just some people of my own faith... I cannot, and I will not, seek to impose my own religious views on others."

Within an hour after her speech, Scranton Bishop James Timlin, who had taken over O'Connor's former diocese after O'Connor was installed as Archbishop

of New York, held a press conference. He sharply attacked Ferraro's attempt to separate her public duties from her religious views as "absolutely ridiculous." He likened her abortion position to the slavery issue. "You can't say," Timlin argued, "I'm personally opposed to slavery, but I don't care if others down the street have them." The bishop insisted that he was not telling anyone how to vote, but suggested that the only time he would not favor the pro-life candidate was if he or she were "a babbling idiot."

Mondale, too, faced the boos of anti-abortionists in a high school gym in Tupelo, Miss. Outside the school, black youths who favor Mondale and white students from a segregated Baptist academy got into angry shoving matches. Mondale got a helpful introduction from Tupelo Mayor James Caldwell, who said of him, "He doesn't have to talk about his beliefs. He practices them. He doesn't have to talk about prayer in school. He prays at home." But when a questioner described the Democratic platform as "antireligion," Mondale replied, "I have my faith, and it's my whole being. What makes America great is that our faith is between ourselves, our conscience and our God. We don't have to clear our faith by passing muster with some politician who happens to be running against us." On abortion, Mondale declared, "It's a question I've prayed about, and I cannot bring myself to support the amendment that seems to be the test. The use of the state in that matter is the wrong policy." At times, the mixture of boos and applause muffled his words.

Visiting Pennsylvania, President Reagan had a different reception. He toured the National Shrine of Our Lady of Czestochowa near Doylestown, where he gave a religious tapestry from Poland to the Pauline fathers who care for the Polish-American shrine. Crowds shouted, "Four more years! Four more years!" John Cardinal Krol of Philadelphia praised Reagan for supporting federal aid to religious schools. Reagan drew cheers by declaring, "Thank God for Pope John Paul II." The President said that he had sought the Pope's "advice and guidance on numerous occasions."

Vice President Bush, campaigning in South Carolina and Georgia, was dogged by reporters' questions about whether he fully agreed with Reagan that there should be no federal funding for abortions and that a constitutional amendment banning them should be enacted. In Charleston, S.C., Bush said that he not only opposes all public funding for abortion now but that "I always have." In Atlanta, he told reporters, "My position is like Ronald Reagan's. Put that down." Reporters, however, quickly turned up 1980 newspaper clippings and TV footage showing that Bush had supported federal funding for abortions in case of rape, incest and danger to the life of the mother, and had opposed an antiabortion amendment. "I don't recall it as being my posi-

tion then," Bush said about this evidence. Didn't that damage his credibility? "No," he replied. "There's an awful lot of things I don't remember."

Still, the most probing analysis last week of the dilemma facing public officials on religious issues came from Kennedy and Cuomo. Speaking at a New York City meeting of Coalition of Conscience, a Democratic political action group, the Senator argued that on issues

line between the rule of government and the role of individual rights."

Invited by Notre Dame's theology department to give the first in a series of lectures on the effect religious faith has on individual public officials, Cuomo attracted national TV coverage of his South Bend, Ind., speech. He, like Ferraro, had engaged in an earlier public argument with Archbishop O'Connor. Last June the Archbishop had said, "I don't see how a



Antiabortion protesters mix with Mondale-Ferraro supporters in Scranton, Pa.



Cuomo: an old-fashioned Catholic who sins



Bush: a position like Ronald Reagan's

such as abortion, school prayer and homosexuality "the proper role of religion is to appeal to the free conscience of each person, not the coercive rule of secular law." He warned that "we cannot be a tolerant country if churches bless some candidates as God's candidates—and brand others as ungodly or immoral." The logical separation between private morality and public policy, he contended, "is the

Catholic in good conscience can vote for a candidate who explicitly supports abortion." Cuomo had challenged this as a virtual declaration that Catholics should not vote for any candidate who supported abortion. After a celebrated exchange, O'Connor said he was not telling anyone how to vote, and the Governor conceded that he may have "misunderstood" the Archbishop.

## Nation

Cuomo's speech at Notre Dame revealed a remarkable pragmatism coexisting with strong religious sensibilities. His central argument was that public policy in a democratic and religiously diverse society can be determined only by consensus. Describing himself as "an old-fashioned Catholic who sins, regrets, struggles, worries, gets confused and most of the time feels better after confession," Cuomo said that he was elected "to serve Jews and Muslims and atheists and Protestants, as well as Catholics." He and other Catholics in public office must "help create conditions under which all can live with a maximum of dignity and with a reasonable degree of freedom; where everyone who chooses may hold beliefs different from specifically Catholic ones." In this freedom, he said, "I protect my right to be a Catholic by preserving your right to be a Jew, or a Protestant or a nonbeliever, or anything else you choose." Otherwise, "the price of seeking to force our belief on others is that they might some day force their belief on us."

The Governor said that he respected "the teaching authority of the bishops," including their stand on abortion. But he noted that "on divorce and birth control, without changing its moral teaching, the church abides the civil law as it now stands, thereby accepting—without making much of a point of it—that in our plu-

ralistic society we are not required to insist that all our religious values be the law of the land." Whether and precisely how to turn church teachings into public policy, Cuomo argued, "is not a matter of doctrine; it is a matter of prudential political judgment."

Turning more specifically to abortion, the Governor contended that people who favor legalized abortion "aren't a ruthless, callous alliance of anti-Christians determined to overthrow our moral standards." Among them, he noted, are the American Lutheran Church, the Central Conference of American Rabbis, the Presbyterian Church (U.S.A.), and women of the Episcopal Church and of B'nai B'rith. In view of the widespread opposition to an all-out ban on abortion, Cuomo noted, even the bishops had decided in 1981 that it was futile to seek such a constitutional ban. Instead, they endorsed the Hatch amendment, which would give states the right to decide whether to make abortion illegal within their boundaries. Said Cuomo: "The church in this country has never retreated into a moral fundamentalism that will settle for nothing less than total acceptance of its views."

But if Cuomo is a devout Catholic, why does he not use his office to urge support of the church's drive to end all abortions? The Governor argued that he does not believe

that, even if enacted, an abortion ban could be enforced or would achieve the goals that the church seeks. "It would be Prohibition revisited." As for stopping Medicaid funding of abortions, Cuomo claimed that poor women would merely find other ways to obtain abortions, while "the rich and middle classes" would be unaffected. "The hard truth is that abortion is not a failure of government. No agency forces women to have abortions, but abortions go on." Cuomo suggested that before Catholic leaders seek laws prohibiting non-Catholics from having abortions, they must convince their own church members that they should accept the church's teachings on the subject. Said he: "Despite the sermons and pleadings of parents and priests and prelates, we Catholics apparently believe—and perhaps act—little differently from those who don't share our commitment."

At a dinner meeting of Italian-Americans in New York City at week's end, both Ferraro and O'Connor spoke. But guests expecting more verbal fireworks about abortion were disappointed. Neither challenged the other. They patted each other's hands and smiled fleetingly before parting. Yet the emotions stirred by the religious controversy seemed unlikely to subside during the remaining days of the presidential campaign. —By Ed Magnuson. Reported by David Beckwith with Ferraro and Elizabeth Taylor/South Bend

## The Catholic View

Opposition to abortion is one of the clearest and oldest moral teachings of the Roman Catholic Church; it dates back to the 1st century. The destruction of the fetus, the church teaches, is a morally indefensible attack on human life. The only exception is "indirect abortion," or abortion as an incidental byproduct of a necessary attempt to save the mother's life. Ectopic pregnancy and cancer of the uterus are grounds for indirect abortion. Rape and incest are not exceptions, because the fetus conceived has the same right to life as any other fetus.

The Catholic view is based on a general respect for all human life, but it does not depend exclusively on the belief that a separate human being appears at the instant of conception. The teaching is that precisely because no one knows when the soul enters the body (or in secular terms, when the fetus becomes a person), the baby-to-be should be given the benefit of the doubt and be fully protected. One blunt analogy: no one would think it morally correct to heave a grenade into a room that is probably empty but just might have a human being in it, so why destroy a fetus that might be a person?

Some dissenters within the church, however, have zeroed in on this element of doubt. For these Catholics, including a few theologians, the primary questions are: When is a fetus a person, and how do we know it? The implication, that there may

be a brief period during which abortion is licit, is not new in the church, though it has been a minor refrain in Catholic theology and explicitly rejected many times by the Vatican. An influential 17th century theologian named Torrelblanca taught that before the fetus is animated by the soul, a woman may have an abortion if she is in danger of death or in danger of losing her reputation. Thomas Aquinas, the greatest of the medieval theologian-philosophers, had opened the same door in the 13th century with his view that the soul does not enter the body immediately upon conception. On the basis of the sketchy biology of the era, theologians estimated that the soul joined the body at the 40th day of pregnancy. Church law, for a long period, offered different penalties for abortions before and after the entry of the soul,

though both kinds of abortion were considered wrong. Citing these examples, the Rev. Charles Curran, professor of moral theology at the Catholic University of America, argues that there is room for the church to modify its stance on abortion, at least concerning the first few weeks of life. That possibility, however, is unlikely.

For the past two hundred years, the view that the embryo may not be fully human has been in near total eclipse. All modern Popes have opposed abortion from the instant of conception, and the Second Vatican Council termed abortion "an unspeakable crime." In recent years the church has shown a willingness to cast a fresh eye at the morality of nuclear war and capital punishment, a trend that may reinforce its desire to protect embryonic life.



Theologian Thomas Aquinas



# THE BEST LITTLE COPIER \$1,895\* CAN BUY.

Canon's NP-150 gives you more than you'd expect in a small office copier.

**11" x 17"** The NP-150 is the only compact copier in its class that lets you copy virtually any original. Use virtually any paper up to 11" x 17" (except for finishing your letterhead, coated paper, transparencies and labels).

**AE** Control the exposure yourself. Or let the NP-150 do it for you. With Automatic Exposure the NP-150 scans each original and sets the proper exposure. Automatically. No more guesswork. Just crisp, clear copies every time.

**15 CPM** Faster than any other copier in its class, the NP-150 delivers up to 15 original copies a minute. And with a 100-copy speed of just 8 seconds, it gets the whole job done fast.

**COLOR** Copying in anything other than one color and black. Canon's exclusive Color Extension System makes it quick and easy to change copy color on the NP-150. From black to color, 15 tones. Controls all the way to make multi-colored copies that always get noticed.

**SORTER** With the NP-150 you don't have to consider multi-page documents any more. Canon's optional MS-1 1000 sorter collates up to 30 pages per ton. Handles envelope paper. From statements to budget bids. Great multi-copy business high-volume performance.

**DOUBLE CASSETTES** Copiers are not differentiable loading and lets you add a second paper cassette to the NP-150. A simple touch of a button and all it takes to change paper sizes. Whatever you want. Convenient for businesses with different size copying needs.




**Canon**  
PLAIN PAPER COPIER  
**NP 150**

© 1989 CANON U.S.A., INC.

**COMMUNICATE IN COLOR.**  
For more information about the NP-150, call 1-800-4-A-CANON.  
Or write Canon U.S.A., Inc., P.O. Box 3080, Canon, NJ 07001.

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Tel. ( ) \_\_\_\_\_



## WHAT A SAILMAKER IN MASSACHUSETTS TAUGHT US ABOUT MAKING VERSATILE PERSONAL PRINTERS.

He knew the conditions were always changing. One day calm. One day a gale. So he meticulously cut the canvas, sewed with stitches like steel, and designed his product to work in every weather.

Today, Okidata builds the most technologically advanced dot matrix printers with the same idea in mind. To be reliable. To be durable. And to weather all the different conditions.

**Different needs. Different models.** There are seven, high performance Okidata models at prices from \$349 to \$2,595. So whatever your application, Okidata has just the right printer at just the right price.

**Different printing. Different modes.** Okidata gives you three print modes. Data processing at speeds up to 350 characters per second. That's five pages a minute. Letter quality at

up to 85 characters per second that rivals most daisywheels for clarity. Even an additional mode for emphasized or enhanced text. And Okidata's full graphics printing capabilities let you use the latest integrated software packages like Lotus 1-2-3™ and Symphony™.

**Different computers. Different software.** Every Okidata printer is fully compatible with all popular software packages and personal computers. Special interfaces are available for IBM and Apple, including the Apple Macintosh™.

**Reliability that never differs.** With a warranty claim rate of less than 1/3 of 1%. Okidata has the best reliability record in the industry. And when service is needed, it's easily available at Xerox Service Centers nationwide.

Versatility and value. Performance

and reliability. That old Massachusetts sailmaker would have really liked us.

Call 1-800-OKIDATA (609-235-2600 in NJ) for the name of the Authorized Okidata Dealer nearest you. Okidata, Mt. Laurel, NJ 08054.



**OKIDATA**  
an OKI AMERICA company  
Technological Craftsmanship.

Lotus 1-2-3 and Symphony are trademarks of Lotus Development Corp.  
Macintosh is a trademark of Apple Computer Inc.

THE SHARP PC-5000

# COMPUTERS TO GO

With Sharp's PC-5000 you can take your entire office with you, wherever you go. Do word processing on the train, order entry from a customer's office or spread sheet analysis in your hotel room. It goes anywhere.

It's small.

It weighs under 10 lbs.\* and fits in a standard briefcase.

It prints. Quietly, with an optional correspondence-quality printer.

It comes with software. Word processing and communications. Also available are spread sheeting, executive planning and scheduling.

It remembers over 80 (128K) typewritten pages. And can be expanded to handle over 500 (896K).

It's compatible with a wide array of 16-bit IBM® software.

It communicates with other computers and databases.

It's AC/DC with rechargeable 6-hour batteries.

It all means travel time and commuter time no longer have to be downtimes.



**SHARP**

FROM SHARP  
COME SHARP PRODUCTS

\*Without optional printer and modem.  
IBM® is a registered trademark of International Business Machines Corporation.  
Sharp Electronics Corp., Paramus, NJ 07652

The PC-5000 starts at \$1,695.  
\$1,995 with optional printer.  
For more information call  
**1-800-BE-SHARP**

# THE INDUSTRIAL OF

## 40 YEARS OF EVOLUTION IN PUERTO RICO.

### EDUCATIONAL LEVELS

Average education in 1940 was 3 years. Today, over half the labor force has completed 12 years of school, and one out of three goes to college.

### FORTUNE 500 COMPANIES WITH SUBSIDIARIES HERE

In 1940, there were no manufacturing facilities run by leading U.S. companies. Today, 112 of the leaders are here.

### MANUFACTURING NET INCOME

In 1940, manufacturing represented 12% of Puerto Rico's annual net income. Today, it represents the majority—54%.

1940

1984

## WHAT'S HAPPENED, WHAT'S POISED TO HAPPEN, AND HOW IT CAN BENEFIT YOUR BUSINESS.

For forty-three years, an evolution has been brewing in the Caribbean.

It's the Industrial Evolution accomplished by the people of Puerto Rico.

With sacrifice and commitment, 3¼ million U.S. citizens have built the second home of American business. Like on the Mainland, they've built factories. Office skyscrapers. Colleges with an attendance of 150,000. Technological facilities. Modern highways, communications and power systems.

Working with private business, they've turned their economy around, from poverty to the area's highest standard of living. Incomes, educational levels, even life expectancy

rates have soared.

### High skills, high productivity:

**The people of Puerto Rico get things done.** Their technical training is extensive. Their managerial skills, impressive.

And their ability to meet the needs of high-tech industries is outstanding. Every working day, bilingual, skilled workers are operating advanced precision testing equipment in Puerto Rico, meeting the highest standards of quality control.

The electrical engineers you need are available in Puerto Rico.

No wonder the Island is called "the Silicon Valley of the Caribbean."

Over 68,000 experienced workers

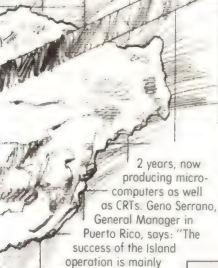
are employed in the high-tech industries—computers, pharmaceuticals, scientific and aerospace equipment, electrical goods.

In the 1,000 and more Mainland subsidiaries here, 93% of all supervisors and managers are from Puerto Rico.

As to productivity, the value added per dollar of production payroll averages \$5.58. (The Mainland average is \$3.72.) Turnover rates and absenteeism are lower here than the U.S. Mainland average.

From countless success stories, one example. TeleVideo Systems of Sunnyvale, California, has begun its second major expansion here in

# EVOLUTION PUERTO RICO.



2 years, now producing micro-computers as well as CRT's. Geno Serrano, General Manager in Puerto Rico, says: "The success of the Island operation is mainly

due to the excellent skilled labor. Most plant technicians are graduates of Puerto Rico's Institute of Technology in Ponce." **Infrastructure.** Back-up systems and services are in place and functioning smoothly. Puerto Rico serves as the transport and communications center of the Caribbean.

We're just 3½ hours from New York by air, 60 hours by container ship.

3,000 flights a week go all over the world from San Juan Airport.

Intra-island, no factory is more than 2 hours by truck over modern highways to a major port or international airport.

Add in our modern telephone, Telex and satellite communications system, and one of America's largest public utilities companies, and

you see, Puerto Rico is ready for business.

**Incentives.** Puerto Rico offers a package unmatched anywhere else under the U.S. flag.

Your profits go back to the U.S. Mainland, whenever you want, without Federal taxes. Because there is no Federal corporate income tax,\* return on investment is greater.

Reinvestments can reduce the 10% local withholding tax to 5%. In some cases, to 0%.

Partial exemptions begin at 90% for all Puerto Rico taxes on corporate earnings, real estate and personal property. Total tax exemption from

municipal licenses, excise and other municipal taxes is also offered to grantees established under the industrial program. Partial exemptions gradually decrease, but last for 10 to 25 years, depending on location.

There's more. Lots more. Additional tax incentives for service industries. Financial assistance for training workers. Help in building your plant. Even factory buildings ready to occupy.

And of course, when you're in Puerto Rico, you're in the U.S.A., so there are no quotas, no duties, no customs problems.

## Puerto Rico—Your ideal

**second home.** More than one out of every five U.S. companies in the FORTUNE 500 is thriving in Puerto Rico.

Join Digital, General Electric, Hewlett-Packard, Intel, Pfizer, Westinghouse, Qume and Warner-Lambert, and add your success story to a growing list of companies in Puerto Rico.

## An invitation from the Governor to corporate decision-makers:

"Our Economic Development Administration will be pleased to consult with you personally. To find out more, call Raúl Escudero at (800) 223-0699; in New York State, (212) 245-1200, or write, Puerto Rico Industrial Development, Dept. T-14, 1290 Avenue of the Americas, New York, NY 10104."

*"The people of Puerto Rico and the decision-makers of private industry have forged a constructive partnership, enabling our Island to offer business strong advantages for expansion and profit."*

*"Currently, we see major growth in manufacturing, including some 600 high-tech operations established here, as well as sophisticated marketing, financial and service industries."*

*"I wholeheartedly invite your business to join our Evolution."*

Carlos Romero-Barceló  
Governor of Puerto Rico



\*U.S. citizens, U.S. companies and U.S. corporations are eligible to take advantage of the tax incentives. For more information, contact the Economic Development Administration, Puerto Rico Industrial Development, Dept. T-14, 1290 Avenue of the Americas, New York, NY 10104. © 1988 Puerto Rico Industrial Development Administration.



**THE INDUSTRIAL EVOLUTION OF PUERTO RICO, U.S.A.**  
THE AMERICAN SUCCESS STORY IN THE CARIBBEAN.

**L**ynne Rigg has a big responsibility. 30,000 students in Garland, Texas, from kindergarten through 12th grade, are counting on her to supply the job skills they'll need in the future.

"The Information Age means a lot of changes in the job market," she says. "Skilled crafts will give way to robotics. Clerical functions will be done by computers. We want our children to manage these machines. Not to be replaced by them."

To succeed in the future, she knows they'll need old-fashioned basic skills more than ever. And now Rigg is using a computerized educational system that gives students a much stronger grasp of the basics.

"We first experimented with personal computers. Soon we found that we needed more power and more software, so we turned to Wicat."

*"We're teaching 30,000 children to be leaders of the Information Age. Not victims of it."*

*—Lynne Rigg,  
Assistant Director of Curriculum, Garland, Texas.*

"We spent 18 months looking for the best math, English, and reading curricula, and ended up committing \$6.5 million to the Wicat program," she says. Developed by a group of the world's best educators, the program addresses the needs of students at all skill and ability levels.

Most importantly, it's been proven to work. As Lynne Rigg says, "Computers help our students learn. Teachers help them think. The result is high school graduates with higher order survival skills."

If you'd like to see what the Wicat system can do for the kids in your school district, call (801) 226-8026. We'll send you full information.

And show you how to give your children a real future.

**WICAT SYSTEMS**



# Serving Up a Bitter Pill

Mondale hopes to score on candor with his deficit-cutting plan

## CAMPAIGN

# 84

Half the population would pay higher taxes, but by law none of the money could be returned to them in the form of increased Government benefits or services. Indeed, there would be new

limits on federal spending to assist farmers and the elderly sick. And all this for the sake of averting a disaster—runaway deficits—that to many citizens seems no more than a vague cloud on a far horizon.

It sounds like an odd way to attract votes. But for Walter Mondale, this is no time for caution; if he is to win the presidency, he must come from further behind (13 to 16 points, according to three newly released national polls) than any non-incumbent ever has been able to at this stage of a campaign. So the Democratic nominee last week took the big risk of proposing tax boosts that by fiscal 1989 would raise an extra \$85 billion a year from many corporations and all families earning more than \$25,000 a year. He also outlined plans regrettably much less specific and based on some rather iffy assumptions, to reduce federal spending in fiscal 1989 by \$105 billion below the total now expected. His goal is to slash the federal deficit in fiscal 1989 to \$86 billion, roughly a third of what the nonpartisan Congressional Budget Office now projects.

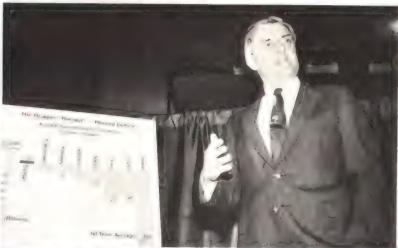
As difficult as it was to popularize this austere program, Mondale's efforts were hampered by a series of petty campaign blunders, the distracting debate over religious issues and the lingering doubts about his running mate's financial affairs. The House Ethics Committee announced that it would investigate whether Geraldine Ferraro, as a Congresswoman, had improperly claimed an exemption from disclosing the finances of her husband John Zaccaro. The committee had no choice politically except to proceed with a probe, once the conservative Washington Legal Foundation had formally challenged Ferraro's right to the exemption. Its investigation, which probably will not be completed before Congress adjourns Oct. 4, does not necessarily mean Ferraro did anything wrong. But it is at least a jarring reminder of the furor that bogged down the Democratic campaign so badly in August.

Nonetheless, Mondale has found a central domestic theme for his campaign, which he is hammering at relentlessly in every stump appearance and in TV spots. Like a majority of non-Government experts, including TIME's Board of Economists, he contends that in the long run the U.S. simply cannot tolerate uncontrolled deficits. He now has a "tough" plan for curbing them, Mondale insists, while Reagan has no plan at all—or anyway none that the President dares disclose to the voters. In a fiery speech in St. Louis, Mondale denounced Reagan's "happy-

talk campaign... He's not telling you where he's going to go. He's running around with cameo performances, photo opportunities." (The candidates, though, were near an agreement last week to hold two debates, one on domestic issues Oct. 7 and the other on foreign affairs Oct. 21, with a panel of journalists posing questions. Arrangements were being made for a single debate between the vice-presidential candidates on Oct. 11.)

At a press conference in Washington, Reagan blandly asserted that the specifics of his cost-cutting plans could be found in the four budgets he has submitted to Congress (which in fact projected red ink at levels that dismayed many of his supporters). Holding his fingers close together to symbolize a narrowing gap, the President asserted that spending cuts such as those

many respects it seems questionable whether they would yield the results that he expects. For his tax program Mondale chose \$25,000 in annual income as the breakpoint because the Census Bureau calculates that roughly half of all families earned less than that in 1983 and half earned more. Taxes in the upper half would be raised in three ways: the indexing formula that goes into effect next year would be made less generous, and thus would offset less of the effect of inflation in raising tax liabilities; rates would be increased on incomes above \$60,000 a year and a 10% surcharge applied to incomes of more than \$100,000 (see box). Statistically, people who would be affected by the latter two steps are well-off; Treasury estimates indicate that less than 5% of all tax returns list adjusted gross incomes of \$60,000 or more. But many taxpayers in this category do not regard themselves as exactly rich, nor do they seem so to their neighbors. Mondale's advisers figure that the dollar increases for a family of four would range



In Philadelphia, the Democratic contender shows Government red ink

he has proposed but Congress has refused to enact, combined with rapid economic growth that would raise revenues without any increase in tax rates, could eventually reduce the deficit sharply or even eliminate it. While most professional economists, including some prominent Republicans, consider that contention highly dubious, it is attractive to voters, who often regard deficits as a vague abstraction.

**T**o Reagan, indeed, Mondale appeared to be leading with his chin, and the President gleefully swung some round-house rights at it. Campaigning at a high school in upstate Endicott, N.Y., he drew a big laugh by asserting, "The American people aren't undertaxed. The Government in Washington is overfed. The main difference between ourselves and the other side is we see an America where every day is the Fourth of July. They see an America where every day is April 15."

Mondale's plans are open to more sophisticated criticism, partly because in

from \$95 a year if its income were \$30,000, to \$2,613 if it earned \$100,000.

Such increases, however, would raise only \$46 billion a year by 1989. Mondale would get the rest of his \$85 billion by such methods as closing tax loopholes, presumably those enjoyed by corporations and wealthy individuals, and enacting a 15% minimum tax on the earnings of the 90,000 profitable corporations that he contends now pay nothing to the federal Treasury because of excessive Reagan tax breaks. Together, he asserts, these steps would raise \$25 billion. Maybe, but the effects of loophole closing are notoriously difficult to estimate, and some tax experts say they would not know how to write a workable minimum tax on corporate profits. Still more doubtful is Mondale's claim that he could raise \$10 billion a year by "toughened tax-compliance measures."

Mondale would put all the additional money raised by his tax changes into a trust fund that by law could be used only to reduce deficits, not to finance higher

IBM just added  
a lot of nice touches to PC *jr*.





You'll like PCjr's new touches. Sixty-two of them are at your fingertips on the new typewriter-style keyboard.

There's also a new option to give user memory a dramatic boost.

And new business and personal programs to add to



Right now, PCjr can run the powerful Lotus 1-2-3™ on diskette (with Lotus 1-2-3 PCjr Installation Kit and additional memory). The new cartridge version, requiring no additional memory, will be available this fall.

Expansion Attachment, it can run well over a thousand more.

PCjr also runs sophisticated cartridge programs. The three newest examples being Lotus 1-2-3™, the fascinating PCjr ColorPaint and

Managing Your Money™ by financial expert Andrew Tobias.

See all the new touches first-hand at an authorized IBM PCjr dealer or IBM Product Center.

For the name of the store nearest you, call 1-800-IBM-PCJR. In Alaska and Hawaii, call 1-800-447-0890.



The computer that's growing by leaps and bounds.

**More computer for your money.**

See how PCjr compares with other computers at 30 pages.

Memory	Software
User Memory (RAM): 256KB (expandable to 1MB)	IBM Business Writer™
Expansion Memory (RAM): 128KB	IBM Business Writer™
	IBM Business Writer™
	IBM Business Writer™
	IBM Business Writer™
Diskette Drive	Display
Direct access	40, 48, 64, 80, 128, 160, 256, 384, 512, 640, 768, 1024, 1280, 1536, 2048, 2560, 3200, 4096
Double-sided	Resolution
Capacity: double	4, 8, 16, 32, 64, 128, 256, 512, 1024, 2048, 4096, 8192, 16384, 32768, 65536, 131072, 262144, 524288, 1048576
Processor	Expandability
16-bit (80386)	Open architecture
	Open architecture
Keyboard	Modem expansion
27-pin (typewriter style)	Modem expansion
Detachable connector	Modem expansion
Warranty	Attachment
1-year (limited)	On-site service with 24-hour response
on-site	On-site service with 24-hour response
on-site	On-site service with 24-hour response

PCjr's fast-growing library of up-to-date software.

And perhaps the nicest touch of all—a price of less than \$1,000,\* without monitor.

That includes 128KB of user memory, standard—twice the memory of its most popular

competitor. An advanced 16-bit processor. And a built-in, double-sided diskette drive that can store over twice as much information as most single-sided drives.

With all these features, PCjr can run over a thousand of the best programs written for the IBM PC. And with the new 128KB PCjr Memory



The new PCjr Memory Expansion Attachment can give memory a quick lift to 256KB. Or, with a Power Expansion Attachment, all the way to a hefty 512KB.

\*IBM Product Center price. Monitor not included. Managing Your Money is a trademark of MCA. © 1987 IBM Corp. All rights reserved. IBM and the IBM logo are trademarks of International Business Machines Corporation.

spending. The difference would turn out to be more semantic than real, if, for example, the Government used the money in the trust fund to retire old debts but simultaneously increased borrowing to be repaid in the future.

On the spending side, the Democratic nominee proposes to reduce military outlays in fiscal 1989 by \$25 billion below Reagan's projections, in part by canceling the MX missile, the B-1 bomber and the Star Wars antimissile system, all of which Mondale considers both costly and ineffective. Defense expenditures would still increase, but by only 3% to 4% a year above the rate of inflation, vs. 7% under Reagan's plans. Domestically, Mondale would set limits on federal outlays for Medicare, leaving states to figure out what cost-cutting steps would enable them to squeeze under those ceilings. Whether he could save the \$12 billion a year he projects for 1989 without reducing or at least freezing benefits seems questionable, as does his plan to take \$4 billion out of the farm price-support program, largely by "better management." In any case, Mondale also intends to increase federal spending \$30 billion a year by 1989 for a variety of social programs that were cut sharply by Reagan, especially education and jobs. He resisted pleas for much higher spending by various party groups, notably blacks who wanted an additional \$30 billion for job programs alone.

Even so, the success of Mondale's program depends heavily on a rather wishful scenario: as the tax increases and other measures begin to reduce the deficit, the pressure of federal borrowing on capital markets eases and the independent Federal Reserve Board figures it can funnel more money into those markets without increasing the danger of inflation. That combination pushes down the interest rate on federal borrowings from about 10% now to 7.5% in 1989. Paying lower rates on less borrowing, the Government saves \$51 billion in interest costs on the federal debt five years from now, by far the biggest "spending cut" in Mondale's package. Further, lower interest rates spur consumer spending and business investment, making possible economic growth of 3.5% in 1989, vs. 3% now estimated by the Congressional Budget Office. The faster growth raises federal revenues \$17 billion more than could be expected from tax increases alone. The \$68 billion from those two sources constitutes more than a third of the entire deficit reduction Mondale hopes to accomplish.

That scenario certainly seems plausible, but it could go awry. A member of TIME's Board of Economists, Rimmer de Vries, chief international economist at Morgan Guaranty Trust, warns that if the Federal Reserve for whatever reason holds to a stringent monetary policy, the combined shock of Mondale's tax increases and tight money could tip the economy into a new recession. Charles Schultz, chief economic adviser during

## Adding the Bill

As anyone who has sat down with Form 1040 and a pocket calculator knows, figuring the tax due on a given income even under present rules is no easy task. Gauging the effect of hypothetical tax changes such as those proposed by Walter Mondale is still more difficult. His program:

1) Less generous indexing. Under full indexing, which goes into effect next year, the amount of income subject to a particular rate of tax is adjusted upward each year by a percentage equal to the inflation rate. Mondale, however, would index the incomes of families earning more than \$25,000 a year only to the extent that inflation exceeds 4% annually. If the inflation rate is 5%, their incomes would be indexed by 1%.

### Federal tax increases for a family of four if Mondale's plan is implemented



Adjusted gross income	Additional taxes	Adjusted gross income	Additional taxes
\$30,000	<b>95</b>	\$100,000	<b>\$2,613</b>
40,000	<b>305</b>	200,000	<b>9,612</b>
50,000	<b>477</b>	500,000	<b>21,674</b>
65,000	<b>766</b>	1,000,000	<b>40,924</b>
75,000	<b>1,401</b>		

TIME Chart

2) Rate increases. Married couples with adjusted gross incomes of more than \$60,000 a year (\$45,000 for single taxpayers) would lose the reductions they got in July 1983, when the third stage of the Reagan tax cuts took effect. Adjusted gross essentially is salary, interest and dividend income plus some additions—a portion of capital gains, for example—and minus such things as alimony paid and contributions to an IRA. For a couple with two children, personal exemptions and average itemized deductions would shrink an adjusted gross of \$60,000 to a taxable income of around \$42,200. Tax rates on the top slices of taxable income are higher than \$42,200 now range from 33% to 50%; under Mondale's plan most of these rates would go up two or three points.

3) A surcharge. Couples with adjusted gross incomes above \$100,000, and single taxpayers earning more than \$70,000, would figure their tax liability under Mondale's new rate schedule, then add 10% to it.

the Carter Administration, thinks Mondale's program would work but would prefer a "more radical" plan: sweeping tax reform and a one-year freeze on federal spending. Nonetheless, said Schultz, "Mondale has offered a specific and consistent plan to deal with the deficit, and that is vastly preferable to the do-nothing alternative his opponent is offering."

The Democratic nominee's efforts to persuade the voters to make the same choice floundered badly early last week. A three-city televised conference with four families supposedly hurt by Reagan's economic policies was notable chiefly for the antics of a five-year-old with the improbable name of Madonna Putz. She kicked, yawned and tried to squirm into the lap of her mother Jennifer as Joan Mondale attempted an interview in Chicago while her husband watched from Philadelphia. The nominee later addressed the International Machine Tool Manufacturers' Association from a Chicago stage decorated to bear a disconcerting resemblance to a funeral parlor, and at the Green Bay, Wis., plant of Procter & Gamble was presented by a worker with a sample of the factory's product: Charmin toilet paper. "You want me to test the quality of it?" asked Mondale before giving the paper a squeeze.

By midweek, however, Mondale was campaigning with unaccustomed vigor. His voice shaking with real passion, he accused Reagan of secretly planning to cut deficits by gutting such programs as Social Security and Medicare, or by sponsoring after the election a national sales or value-added tax (VAT). His advisers even calculated how much extra taxes might be paid during a second Reagan Administration by families that would not be affected by Mondale's plan: \$370 a year on an income of \$15,000; \$440 extra on a \$20,000 income. The figures assume that Reagan also tries to raise an additional \$85 billion a year by 1989, but does it by a sales tax or VAT.

That, of course, is partisan gueswork. The real economic danger of a Reagan re-election might turn out to be something quite different. Though the President has reluctantly conceded that tax increases might be needed "as a last resort," he has been taking a very different line on the campaign trail, vehemently assailing any talk of tax boosts and even speaking of still lower rates. He might become so enamored of his own rhetoric as to oppose any tax changes that would raise Government revenues, even as part of a broad reform and simplification that would also lower some taxes. Such a stand would hamstring the effort to craft an effective deficit-cutting program that the great majority of thoughtful leaders in both parties agree must be a top domestic priority for whoever is elected in November. —By George J. Church, Reported by Laurence I. Barrett with the President and Jack E. White with Mondale



LET'S GO TO WORK TOGETHER. BUILD UP.



We didn't have to  
make it the most advanced  
Cadillac ever.



But we did.



We know that doing things we don't have to do helps make a Cadillac a Cadillac. For example, Cadillac didn't have to give the 1985 Fleetwood and DeVille the performance of the world's only transverse-mounted V8 in a front-wheel-drive production car. But we did.

Cadillac didn't have to give these six-passenger cars even more front seat headroom and legroom than last year. But we did.

Cadillac didn't have to add a new standard center high-mounted stop lamp to give following drivers an additional warning of braking. But we did.

Cadillac didn't have to use an aerodynamic door-into-roof design for reduced wind noise and easy entry and exit. But we did.

And Cadillac didn't have to back these cars for 4 years/50,000 miles\*. But we did.

You don't have to fall in love with the most advanced Cadillac ever. But you will.

\*4-year/50,000-mile limited warranty. Excludes rust-through holes. See dealer for details. See also Cadillac's 4-year/50,000-mile bumper-to-bumper warranty. See dealer for details.

1985 Fleetwood

Best of all...it's a Cadillac.

At other hotels  
you may feel  
underprivileged.



To make your stay with us as pleasant and as satisfying as you might ever want, we offer you The Privilege Card... at no cost. For the frequent traveler, it can add a touch of personal luxury to a routine business trip.

When you check in, we'll automatically upgrade your room, provide you with fresh fruit and morning newspapers, and hand you an unlimited access pass to the Fitness Center. You'll get an automatic upgrade for your car rental, and shuttle service to shopping at Manhattan Village Mall. When you leave us, you'll get a handsome garment bag, and "Zip Out" check out service. It's simple, and quick, and free. Call us today to enroll.

We want you to come back. We don't want you to feel underprivileged.

You got the raise.

The one that was due over six months ago.

You called your wife to tell her the news.

Her accountant had just called to say she owed the IRS a bundle.

When you got home that night there was an official-looking envelope waiting for you.

You opened it, showed it to your wife, and poured two Christian Brothers.

You'd won the State Lottery.

Cheers.



## The new Tpestar 5 personal electronic typewriter from Canon.

It's small. It's light. It's brilliant.

You can hold it in the palm of your hand.  
Or carry it in a briefcase or rest it on your lap.

The new Tpestar™ 5 electronic from Canon.

But don't let its smallness fool you. It has a full professional keyboard and all the features you'd expect from an electronic typewriter three times its size. Like 15-character display for easy correction, automatic centering and underlining and the ability to print in double width.

Plus, most important, it gives you superior letter-quality typing in a choice of two typefaces.

And you can type wherever and whenever you need to, because Tpestar 5 sounds as quiet as a whisper and runs on simple batteries.

So why not reach up now and hold your very own star.

Tpestar. From Canon.

**Reach for a star. Tpestar.**



**Canon**

Electronics you can touch

Canon U.S.A., Inc., One Canon Plaza, Lake Success, NY 11042

## Guess Who's Coming to Dinner?

*Soviet Foreign Minister Gromyko accepts a Reagan invitation*

Administration officials had a tough time containing their ebullience, and with good reason. In an interview on NBC's *Today* show last week (see PRESS), a top Soviet official hinted that Foreign Minister Andrei Gromyko might be willing to accept an invitation from President Reagan to meet in Washington. The news could hardly have been more auspicious for Reagan, who consistently registers low poll marks on the issues of war and peace. The next day Reagan hastily called a press conference to say that the Gromyko meeting would take place on Sept. 28.

The upcoming U.S.-Soviet session temporarily took the starch out of one of



A political boost for the President

Walter Mondale's key campaign issues: Reagan's failure to meet with Soviet leaders. Cornered by reporters at Chicago's Midway Airport on his way to Green Bay, Wis., Mondale stopped short of accusing Reagan of using the Gromyko visit for partisan gain. "I'm glad it's occurring," he said. "But I think it's pretty pathetic that an Administration, in the middle of its campaign for re-election, has its first meeting not with the Soviet counterpart of the President, but with the Foreign Minister."

Gromyko's surprising acceptance came after a yearlong effort by some members of the Administration to soften Reagan's confrontational approach. On Jan. 16, Reagan offered an olive branch to the Soviet Union in the form of a conciliatory foreign policy address. A few days later, Secretary of State George Shultz met with Gromyko in Stockholm to feel out the Soviets' receptivity to a more flexible strategic missile-limitation plan. The meeting

was unproductive. Worse still, the Kremlin kept up a steady drumbeat of harsh anti-Reagan rhetoric.

But in June the Soviets did an abrupt pirouette, proposing talks in Vienna on banning the militarization of space. Washington responded with a conditional answer that linked any new negotiations on space weapons to a resumption of the suspended nuclear arms talks, a move Moscow found unacceptable. Explained a senior Soviet diplomat: "It looked to us as though the Administration was interested in the spectacle of talks but not in doing serious business." The Soviet proposal, however, was hardly equitable: one precondition required the U.S. to agree to a moratorium on the testing of space weapons. This would have precluded the testing of an American satellite killer scheduled for the end of this year.

U.S. diplomats, encouraged by the Vienna overture, scrambled to find a new opening. In mid-August, they suggested to Reagan that he revive the custom of inviting the Soviet Foreign Minister to Washington during the annual United Nations General Assembly meeting. (The tradition lapsed in 1979, when the Soviet invasion of Afghanistan soured relations with the U.S.) Reagan agreed to the visit and authorized the State Department to invite Gromyko to meet with Shultz in New York on Sept. 26 and call at the White House two days later. In late August the Soviets accepted. The two countries decided jointly that they would not announce the visit until after Shultz and Gromyko had met. But, for unspecified reasons, First Deputy Foreign Minister Georgi Korniyenko chose to proclaim Moscow's intentions on U.S. television.

By far the most puzzling question is why the Soviets have agreed to talk now. Some observers speculate that they have concluded that Reagan is going to be re-elected and want to try to influence the policies of a second term. Says one top Kremlinologist: "It's just possible that Reagan's eagerness to burnish his image as a peacemaker will allow Gromyko to draw some concessions from him."

Having squelched the planned visits of East German President Erich Honecker and Bulgarian President Todor Zhivkov to West Germany, Moscow may also want to reassert its command in East-West relations. Meeting with Reagan could be the Soviets' way of trying to mute rumors of disarray in the Kremlin, although revelations last week that Soviet Military Chief of Staff Marshal Nikolai Ogarkov may have been fired for "unpartylike tendencies" only helped feed such speculation. The Soviets also seem anxious to shed their image as global villains in the arms race; a high-profile meeting in Washing-

ton could be a public relations plus. Whether the White House talks will go beyond window dressing for both sides will not be clear until Shultz has his meeting with Gromyko in New York. The Secretary is said to have drawn up an exhaustive agenda of issues. Any offer to get arms talks rolling again, however, will probably be left to Reagan. The U.S. insists it has made no promises to Moscow. But the Administration has broadly hinted that it could offer flexible new positions on arms-control issues, such as space weapons, if the Soviets were prepared to be equally receptive to a renewal of nuclear arms talks.

The Administration is soft-pedaling any expectation that the Gromyko meeting will produce substantive results. "It's a first step by both sides," says one White House aide. "But it isn't a major signal of anything." At the same time, Washington



A renewal of a tradition for a Soviet diplomat

is trying to ensure that Gromyko's visit is as congenial and embarrassment-free as possible. Within hours of announcing the breakthrough meeting, Reagan said he would permit the Soviets to buy the maximum limit of 22 million metric tons of U.S.-grown grain in fiscal 1985, double-duty news that also won him political points with American farmers. Later in the week, the White House decided to delay the release of a report, prepared by the independent General Advisory Committee on Arms Control and Disarmament, that charges the Soviets with 17 violations of arms-control treaties.

Politically, Reagan runs virtually no risk by meeting with Gromyko, even if all that comes out of it is a photograph of the two shaking hands. Whatever the reasons for Moscow's overture, it seems that Ronald Reagan has been handed a political coup once again.

—By Susan Tiff.  
Reported by Johanns McGary and Strobe Talbot/Washington

## Money, Mud and Even Baseball

The campaigns for Congress and statehouses are heating up

### CAMPAIGN



Presidential contests naturally overshadow the rest of a national election, but the top of the ticket does not necessarily control the fate of those farther down. The party of a re-elected presidential incumbent may profit richly from his hold on the electorate, as the Democrats did in 1964 under Lyndon B. Johnson. Or it can actually lose ground in Congress, as the Republicans did in 1956 under Dwight D. Eisenhower. In either case, races for Congress and statehouses turn to a large extent on local issues and personalities, with plenty of help from money and mud. Last week, with all but the final round of primaries out of the way, candidates across the nation were heating away furiously at the splatterboard of state and regional politics, creating patterns of flecks and daubs that will become the 1984 election scorecard on Nov. 6.

At stake is a sizable portion of the U.S. machine of government: 33 Senate seats, all 435 House seats and 13 governorships, as well as thousands of local jobs. The Democrats, starting out with a 99-vote majority in the House and 35 of the 50 gubernatorial prizes, are hoping to regain control of the Senate, which they lost in 1980 for the first time in 28 years. The G.O.P. now has an edge of ten seats. The Republicans are counting on good economic times and Ronald Reagan's popularity to translate into major gains for their candidates. Their goals include not only holding on to the Senate but also winning enough seats in the House to give them a working majority in cooperation with conservative Democrats, a setup they enjoyed during the President's first two years in office.

The G.O.P.'s strategy raises the issue of whether Reagan's likability can indeed persuade large numbers of independent and Democratic voters to vote for other Republicans. Reagan, after all, has been nicknamed the Teflon President by his Democratic detractors, who are frustrated by his ability to separate himself from his Administration's failures. Perhaps wishfully, they maintain that Teflon Presidents do not come equipped with Velcro

coattails. "Our polls reflect that Reagan's personal popularity is not transferable to Senate Republican candidates," says J. Brian Atwood, executive director of the Democratic Senatorial Campaign Committee. "They have had to support Reagan's policies, which are nowhere near as popular as the man."

Republicans, however, seem sure that the President's high standing in the polls will prove a boon for other Republican candidates. Senator Richard Lugar, chairman

of the Democrats. The Democrats need a net gain of six seats to form a majority, assuming that the tie-breaking vice-presidential ballot remains in G.O.P. hands. Few analysts think the Democrats are likely to win that many, though half a dozen Republican seats are considered at risk. Among them is the one now held by North Carolina's Ultraconservative Jesse Helms, who is being challenged by Governor James Hunt in a contest that is unrivaled for expenditures of cash and invective (see following story).

The rhetoric is only marginally more elevated in Texas, where Republican Phil Gramm and Democrat Lloyd Doggett are vying for the Senate seat held by the retiring Republican, John Tower. Gramm, one of the defecting Democratic "boll weevils" who supported Reagan's 1981 budget-cutting bill, switched parties in 1983. He gleefully watched three Democrats battle through much of the year for the right to oppose him. Then he embarrassed liberal State Senator Doggett by revealing that \$354 of his campaign funds had been raised by a homosexual-rights group at an all-male strip show. Doggett enjoys the advantage of Texans' ingrained inclination to press the Democratic lever in state contests. Still, political observers call the race a squeaker.

By contrast, the Republicans appear to have all but conceded the seat of another retiree, Majority Leader Howard Baker of Tennessee. It is being sought by Democrat Albert Gore Jr., son of the former Senator and an articulate neoliberal who has spent four terms in the House. Gore used his committee posts in Washington to hold high-profile hearings on pollution in Tennessee's Oak Ridge nuclear facility and on the toxic-waste cleanup Superfund of the EPA. The Republicans dawdled in finding a candidate, finally nominating Victor Ashe, a 15-year state legislator with a cantankerous political disposition.

In Illinois, three-term Charles Percy is encountering stiff Democratic opposition, this time from Congressman Paul Simon. Percy has lost some of his usual appeal to moderate crossover voters and downstate Republicans because Simon has a relatively liberal voting record and hails from downstate Carbondale. Moreover, Simon is an imaginative campaigner. Last week he showed up at Wrigley Field with 500 supporters for a Chicago Cubs game, shouting himself hoarse as the National League Eastern Division leaders whipped the Montreal Expos. Percy, chairman of the Senate Foreign Relations



A former "boll weevil" looking for pay dirt: Gramm campaigns in Texas



Traditions: Incumbent Jepsen

Percy: moving to the right

of the National Republican Senatorial Committee, calls Reagan's margin in the polls "the best single indicator in any state" of overall G.O.P. electoral chances. Reagan is taking every opportunity to tie his candidacy to those of other G.O.P. office seekers. Says a key House Republican campaign aide: "Should Ronald Reagan win in a landslide, but we fail to add to our numbers in the House, the Reagan revolution is over."

The Republicans are probably most vulnerable in the Senate, if only because they are defending 19 seats, five more than



Committee, has been forced to seek support from the Republican right, which traditionally has shunned him. Simon is running close to Percy in the polls, and the race could easily turn on the direction of the presidential vote.

Voters in Iowa have established a tradition of tossing out incumbent Senators, having disposed of two of them in that fashion over the past six years. They may be set to reinforce the pattern. The victim would be conservative Republican Roger Jepsen, who is being challenged by five-term liberal Congressman Tom Harkin. Jepsen, regarded by many as pompous, was badly hurt by the revelation that seven years ago he had visited a Des Moines sex club. Harkin has lately been running ahead of Jepsen in the polls, but observers warn that it is still too early to count the Republican out. For one thing, the influential Des Moines Register, which has hardly been a Jepsen sympathizer in the past, urged voters to disregard the sex-club peccadillo and focus on the issues.

Not even the most optimistic Republican foresees a G.O.P. majority in the House of Representatives, which the Democrats currently dominate by 266 to 167, with two seats vacant. Indeed, the number of new Republican seats that the optimists deem possible, around 20, would not even make up the 26-member loss that the party suffered in the 1982 mid-term election. Political Analyst Kevin Phillips says that most Republicans realistically expect to pick up only about six additional House seats.

One of the congressional races most eagerly targeted by the Republicans is the re-election bid of Oklahoma Democrat James Jones, chairman of the House Budget Committee. Jones has incurred the Reaganauts' wrath by forcing them to compromise on Administration spending measures on the grounds that the budget deficit was growing too fast. Though his reputation nationally is that of a moderate conservative, the Republicans have portrayed him in Oklahoma as a free-spending liberal. Both Jones and his opponent, Frank Keating, a former FBI agent and U.S. attorney, are financing expensive campaigns with a blizzard of cash donated by party election funds and political action committees. Since he won with only 54% of the vote in 1982, Jones will be forced to hustle hard. Says Jones of his opponents: "They have got my attention."

In the South, two House races have highlighted the deepening rift between newly powerful black voters and the liberal Establishment of the Democratic Par-

ty. One is a rerun of a 1982 race between incumbent Republican Webb Franklin and Democrat Robert Clark, a State representative seeking to become Mississippi's first black Congressman since 1883. Many blacks complained bitterly two years ago that white Democrats failed to support Clark on racial grounds, and they seriously considered running an independent black in the state's all-white Senate race this year in retaliation. New boundaries have raised the proportion of the district's eligible black voters to 58%, and black leaders have worked hard to register new voters.

Another district with a new black majority has presented Democrat Lindy Boggs with the toughest challenger of her eleven years in the House. He is former State Appeals Court Judge Israel

Idaho race may prove is that convicted felons do not do well at the ballot box. Hansen is appealing a five-to-15-month prison sentence and a fine of \$40,000 for failing to include substantial sums of his wife's loans and profits in his House financial disclosure forms. Hansen was formally reprimanded by the House in July, and his conviction has become the No. 1 issue in the election race. Says his Democratic rival, Ricks College History Department Chairman Richard Stallings: "I was taught that when I sign my name to something, it ought to be right."

Of the six Governors seeking re-election, the one in biggest trouble does not even find out who his challenger will be until this week, when Washington State holds its primary. Republican Governor John Spellman, seeking a second term, is a victim of the Washington Public Power Supply System fiasco, popularly called Whoops, which led to the largest default in municipal bond market history. Though many of the misjudgments that caused the default occurred years before Spellman took office, Democrats blame him for failing to exercise sufficient leadership when the regional power authority's problems came to a crisis in 1983.

In Utah, it is the Republicans who are hoping to take a governorship away from the Democrats. With popular Democratic Governor Scott Matheson stepping down after two terms, the established front runner in the race to succeed him is Norman Bangert, speaker of the Utah house, who is campaigning on a promise to make state government more efficient. A poll two weeks ago by the *Deseret News* showed him leading his Democratic opponent, former Congressman Wayne Owens, 51% to 39%, with the remainder undecided. Owens is seeking to close the gap by making a five-week walk across the state.

Although it is the fiercely contested races that are capturing most of the attention at local levels, really close contests are the exception this year. "It's a pro-incumbent year," says one Democratic congressional insider. "Things are going well—why change?" If that is indeed the sentiment among voters, then the 99th Congress and the 1985-86 statehouse lineups could end up looking very much like those now in place. But even pro-incumbent years are bound to produce some surprises. What they should not be allowed to produce, however, is any widespread decline in voter attention.

—By William R. Doerner.  
Reported by Neil MacNeil/Washington and Christopher Ogden/Chicago, with other bureaus



Rerun of a 1982 contest: Clark shaking hands with potential supporter



Statesmanlike: Gore in Tennessee



Boggs: a test of loyalty

Augustine, a black moderate who has fared well with white voters in past races. He will face Boggs in a primary next week. (There is no G.O.P. House candidate in the district.) Boggs, a liberal with an exemplary voting record on civil rights issues, argues that she deserves the continued support of her black constituents. Says Baton Rouge Political Consultant James Carville: "What this will tell us is whether or not it's time to get out of the way if you're a white liberal."

What Republican George Hansen's

## The Old South vs. the New

### CAMPAIGN

# 84

As Election Day approaches, a number of contests around the nation are proving especially significant. To assess the chances of Senate, House and gubernatorial candidates and help shed

light on local and state issues, TIME this week begins regular coverage of some key races of the campaign.

### Challenge to a rightist

On the morning of its 30th anniversary, Northside Baptist Church in Charlotte, N.C., was filled with more than 3,300 well-groomed parishioners and visitors. At the lectern, Republican Senator Jesse Helms, avatar of the Moral Majority, gazed out approvingly at the congregation. These were Helms' kind of people: religious, conservative, white. "We live in a time when secular humanism is demanding that our nation divest itself of religion," intoned Helms. "There is a cacophony of voices—political, news media, television, movies—mocking the very moral and spiritual base from which America came to be a great nation." The speech was typical of Helms' campaign style: short and calculated to reinforce a "them vs. us" position. There was no hint that Jesse Helms, 62, in the U.S. Senate since 1972, is now fighting for his political life.



Helms: an us-against-them campaign

That night Helms and James Hunt, 47, the Democrat who hopes to wrest away his seat, met in the second of four scheduled television debates. It was a battle of the Old South vs. the New. Hunt is North Carolina's popular, two-term Governor, an earnest, mild-mannered and moderate Democrat. He favors voluntary school prayer and a sustained military buildup, but supports civil rights and a woman's right to abortion. As Governor he has attracted \$13 billion in new business investment, added 207,000 new jobs and raised educational standards through a series of reforms. In that evening's debate, Helms claimed that Hunt's "entire career as Governor has been based on flip-flops and contradictions when tough issues arise." Hunt exclaimed: "How far back do you want to take us—20, 30, 50 years? This is a state that is making progress, Jesse. You're just out of touch with it."

The Helms-Hunt battle is this year's most ferociously contested Senate race. A year ago a poll rated Hunt 19 points ahead of Helms. Recent polls, however, show the candidates in a virtual dead heat. If Helms triumphs and Senator Charles Percy loses his re-election bid, Helms could succeed the Illinois Republican as chairman of the Senate Foreign Relations Committee, a scenario that distresses liberals and moderates. A victory might even make Helms a presidential prospect in 1988. For Hunt, a victory could result in his being anointed as leader of the progressive South.

With the stakes so high, the contest has developed into an uncommonly vicious, gloves-off slugfest. The Hunt organization early this summer ran a television advertisement linking Helms to the right-wing death squads in El Salvador. The commercial opened with the sound of gunfire and photos of massacred Salvadoran citizens. A picture of Salvadoran Roberto d'Aubuisson appeared, and a narrator identified him as "the man accused of directing those death squads." A picture of Helms then appeared, and the narrator said, "This is the man whose aides helped D'Aubuisson set up his political party in El Salvador... Now Jesse Helms may be a crusader, but that's not what our Senator should be crusading for."

Shortly thereafter, a pro-Helms newspaper, the *Landmark*, published a front-page article headlined JIM HUNT IS SISSY, PRISY, GIRLISH AND EFFEMINATE. The article reported a "rumor" that Hunt was the lover of "a pretty young boy—employed by the U.S. State Department." According to the story, Hunt had also employed a "former high-priced call girl." A furious Hunt threatened to sue the *Landmark* for libel. Helms repudiated the article, and the paper's editor, Bob Windsor, made a public apology.



Hunt: trying to topple a conservative Goliath

The latest figures from the Federal Election Commission show that by the end of June, the Helms campaign had raised \$8.4 million and spent \$8.8 million, while the Hunt organization had collected \$5.2 million and spent \$3.9 million. The campaign may end up costing \$20 million, shattering the record for a U.S. Senate race (\$13.6 million in the 1982 California contest in which Republican Pete Wilson beat Jerry Brown). The Raleigh *News & Observer* reported that about 75% of the Senator's campaign contributions have come from out of state. About 52% of Hunt's funds are from outside North Carolina, according to the Governor's campaign staffers.

Both candidates are currently scrambling for the estimated 10% of the voting population that is undecided. Helms has wooed that group by playing up his ties to President Reagan and linking Hunt to Walter Mondale, who is unpopular in much of North Carolina. New voters may also play a key role. Some 77,000 blacks registered in the past year could be a plus for Hunt. Helms has unabashedly alienated blacks by boasting of his efforts against the creation of a national holiday honoring the Rev. Martin Luther King Jr. The Moral Majority says it has registered 70,000 white voters in North Carolina who might offset the black voter-registration drive. Each side agrees that the race is just too close to call. Says Helms Press Secretary Claude Allen: "I think it's going to be right down to the wire."

—By Jacob V. Lassar Jr.

Reported by Joseph N. Boyce/Charlotte



## Can your business afford one of these?

Call 1 800 247-7000 for AT&T's Small Business Connection. And make sure your phone system will never go sour.

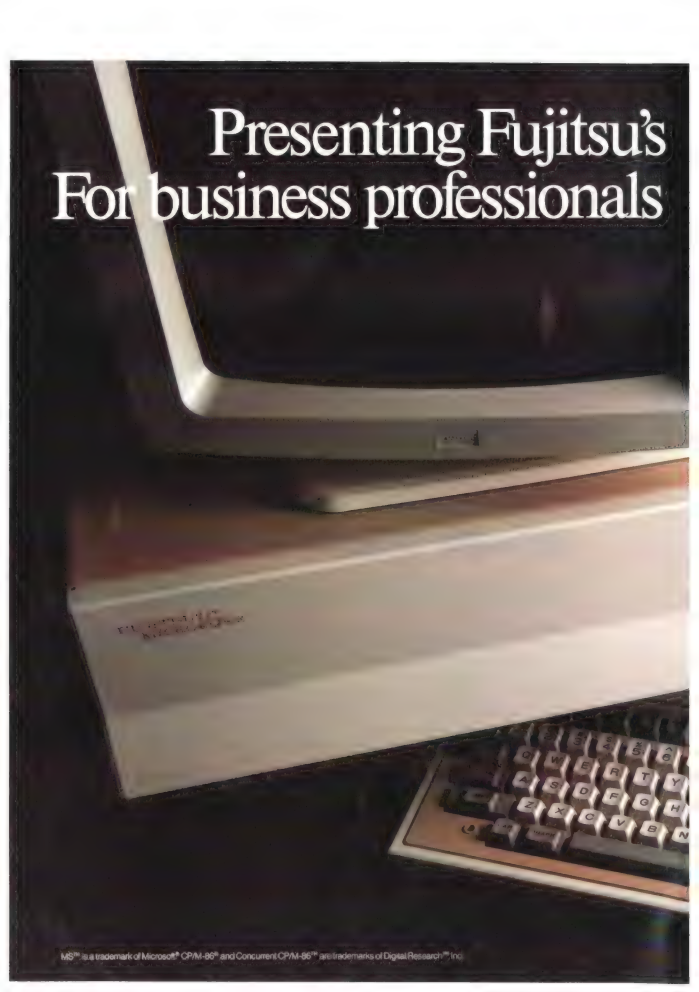
Because today's AT&T equipment undergoes up to 4 weeks of the most rigorous testing ever. That's why every phone can withstand up to 20 years-worth of professional bumps, bangs, hang-ups and slowdowns.

But if your equipment should ever succumb to the pressures of business, you're protected by a unique nationwide service network—the "Circle of Service."

For 100 years, AT&T has believed there's just one way to produce a business phone—the right way.

Call 1 800 247-7000 for AT&T Information Systems. When you've got to be right.





# Presenting Fujitsu's For business professionals

MS™ is a trademark of Microsoft®. CPM-86® and Concurrent CPM-86™ are trademarks of Digital Research™, Inc.

# Micro 16sx.<sup>TM</sup> in search of excellence.

Now there's a personal business computer that is truly world class. The new Micro 16sx from Fujitsu, Japan's largest computer company. This is a high-performance computer you can count on to solve your problems and not create them. Because Fujitsu took the time to make it right. With incomparable quality, reliability and precision. Every detail manifests Fujitsu's passion for perfection.

For the business user who desires the best, the Micro 16sx leaves nothing to be desired. Its speed is awesome. A high clock rate makes it nearly *twice as fast* as other popular 16-bit micros. Its memory is prodigious. With 384,000 characters of RAM expandable to over one million.

More power to you. The Micro 16sx has a built-in 10 or 20 million character hard disk drive. A storehouse of information that can hold up to 6,600 or 13,200 pages of text. And serve up data in a fraction of the time it takes a floppy disk drive. Other features include a real time clock with battery backup, serial and parallel ports, and a 360K 5¼" floppy disk drive.

For business graphics, it has a high resolution tilt/swivel color monitor supported by its own RAM and microprocessor. Making it easy for you to quickly draw your own conclusions. A flexible architecture with an interchangeable 8086 16-bit microprocessor gives you built-in protection against obsolescence. And as your business needs grow, the Micro 16sx gives you three expansion slots for future additions like mainframe or minicomputer communications.

For software freedom of choice, there is no better choice. Because the Micro 16sx has the versatility to run MS<sup>®</sup> DOS, CP/M-86<sup>®</sup> or multi-tasking Concurrent CP/M-86<sup>™</sup> software.

Discover excellence. See Fujitsu's new Micro 16sx. It's the best in the business. For the name of your nearest authorized Fujitsu dealer call toll free (1) 800-MICRO 16.





You know places to get cash,  
even in places you don't know.

## You've got the Card.<sup>SM</sup>



No matter where you land, you know where to get cash. Because with the American Express<sup>SM</sup> Card, you can cash your personal checks at any participating hotel, motel, or airline. And you can also cash personal checks and get American Express<sup>SM</sup> Travelers Cheques at any American Express Travel Service Office.<sup>\*</sup> Subject to some limits based on local regulations, cash availabilities and establishment policies.

And with the Card, once you've enrolled in the Express Cash<sup>SM</sup> program, you can get up to \$500 a week at automated cash dispensers of participating financial institutions. Plus as much as \$500 a week in cheques at American Express Travelers Cheque Dispensers. To enroll, call 1-800-CASH-NOW. Knowing how to get cash is as easy as knowing the right card to carry. **Don't leave home without it.**



\*Travel Service Offices of American Express Travel Related Services Company, Inc. - its affiliates and Representatives

## Governors: Battling for Every Vote

### An Outsider's Chance

Normally, any Republican candidate for Governor in the resolutely Democratic state of Rhode Island would be considered rash even to run. But Edward DiPrete, the stolid two-term G.O.P. mayor of Cranston, R.I., is facing extraordinary circumstances. An unusually bitter Democratic primary has split his opposition, while statewide disillusionment with government may have opened a door for long-frustrated Republicans. For the first time in 16 years, the G.O.P. has a shot at the statehouse.

DiPrete launched his campaign in earnest last week when Anthony Solomon, state general treasurer, emerged from the primary as the Democratic nominee. Solomon won a clear 16-point victory over his opponent Joseph Walsh, the mayor of Warwick, R.I., but only after the two men had spent nearly \$1 million each, most of which went to increasingly mean-spirited TV and radio ads. Solomon, who tagged himself "the independent Democrat," labeled his opponent the "machine" politician. Walsh last year wrested control of the state Democratic committee from the four-term incumbent Governor J. Joseph Garrahy, who later chose to retire.

Given Rhode Island's recent political embarrassments, it is hardly surprising that Solomon, who succeeded in disclaiming party ties, was the winner. The Demo-

crats' 1982 gerrymandering of senate districts proved so crude that the courts ruled it unconstitutional. Over the past year 16 Providence city employees and vendors were indicted by grand juries on charges ranging from extortion to payroll padding. To cap the political profession's embarrassment, Providence Mayor Vincent ("Buddy") Cianci Jr. was forced to resign last April after pleading no contest to charges of assault against a man who he said was having an affair with his wife.

Solomon, an assiduous handshaker, likes to point to his experience as an administrator. DiPrete is running on his record as mayor of a sound city. When he took office in 1979 in Cranston, DiPrete inherited a \$5.3 million cumulative debt, which he erased while raising taxes only once. Whenever possible, however, DiPrete reminds voters of the Democrats' tarnished record, insisting that "the public has lost faith in state institutions."

DiPrete is not the only local G.O.P. candidate with a chance this fall. Five Republican women are running for high offices, including Arlene Violet, a former nun making a second bid for state attorney general. Violet's strong law-and-order platform has earned her the sobriquet *Attila the Nun*. Local Republican strategists have yet another reason to take heart: although Rhode Island was the only New England state to reject Reagan in 1980, a recent poll suggests that it now places the President in a dead heat with Walter Mondale.

### Second Time Around

Madeleine Kunin took no chances. Even though she was unopposed in last week's Democratic primary, the former Lieutenant Governor of Vermont doggedly crisscrossed her state for nine months, sometimes through torrential rains.

A familiar and respected figure since her gallant but unsuccessful bid to unseat Governor Richard Snelling in 1982, Kunin scores high in public appearances. One matron in Barre, Vt., was so taken with Kunin that she blurted out, "Why, you are much prettier than your pictures." Yet the attractive Kunin, who if elected would become Vermont's first woman Governor, is not taking her widespread popularity for granted. Says she: "I am going to have to fight for every vote I get."

Any hopes Kunin held of benefiting from a divisive Republican primary race were dispelled when State Attorney General John Easton, 41, shut out conservative Banker Hilton Wick by a convincing 22 points. Vermont is almost unyieldingly Republican, and Easton has the added advantage of holding strong party ties to the retiring Governor Snelling, a moderate who became nationally known for his scornful opposition to Reagan's New Fed-



Kunin: fighting for every vote

eralism. Kunin, a liberal Democrat, is subtly attacking the few unpopular decisions of the Snelling era.

Kunin is downright aggressive about the attorney general's decision last June to raid a 300-person religious community in Island Pond. The members of the fundamentalist sect believe in corporal punishment for their offspring, which some observers equated with child abuse. State troopers took 112 children into protective custody, and the courts ruled the raid illegal. The attorney general's office subsequently dropped the case. Kunin has no intention of forgetting Easton's well-publicized failure. She taunts, "John would like to walk away from it, but he can't."

Both candidates champion Vermont's rural farmers and blue-collar workers, who are gradually being edged out by the high-tech giant. Easton has even sought a populist image by donning olive work pants for a day to load wooden reels onto trucks at a manufacturing company in Rutland.

Easton has also courted the Yuppie vote by painting Kunin as a Mondale clone. In their first debate, however, Easton's attempt to lock Kunin into a public pledge not to raise taxes backfired. She regally dismissed any such promise as "irresponsible" and flustered her opponent with a reminder that he supports a cigarette-tax hike. Although Kunin seems to have been the victor in that contest, she is the first to admit that the Governor's mansion will be far tougher to win.



DiPrete: playing a waiting game

## American Notes

### VOLUNTEERS

## Sympathy, but No Support

"I'm satisfied that no agency of the Federal Government had anything to do with this." So said Senator Barry Goldwater, chairman of the Senate Intelligence Committee, after a congressional probe last week into the deaths of two U.S. citizens in a helicopter crash in Nicaragua. The issue was whether the Administration was secretly encouraging private volunteers to join the *contra* rebels who are battling Nicaragua's Marxist-led government. The U.S. cut off covert assistance to the antigovernment forces last May.

Both Senate and House Intelligence Committees heard CIA and other U.S. officials testify that the U.S. was not involved in the ill-fated mission. But State Department Spokesman John Hughes declared that "provided U.S. funds are not used, we do not discourage" private citizens or foreign governments from helping the *contras*. United Nations Ambassador Jeane Kirkpatrick agreed. Said she: "We don't advocate passive acquiescence to a new totalitarianism in this hemisphere," adding that she has "very deep respect" for Americans who have joined the *contras*. Summed up Goldwater: "A private citizen of this country has the right to volunteer to any cause to any place in the world. If they want to go and risk their lives, that's up to them."

### MILITARY

## Young Lions for the Navy



The Kfir: Israeli jet for U.S. pilots

Soviet planes to train U.S. pilots in aerial warfare. Last week the Navy solved its problem, agreeing to lease twelve Kfir-Ci warplanes from Israel Aircraft Industries (IAI) for 3½ years. The Kfir is said to be superior in speed and maneuverability to the Soviet MiG-21 fighter jets.

Under the terms of the deal, the U.S. Government will pay IAI \$68 million to support, maintain and slightly modify the Kfir (Hebrew for "young lion"). In January, four U.S. pilots will go to Israel for what the Navy describes as routine training. But in view of the superb record of Israeli pilots against Syria's Soviet MiGs in Lebanon, says one source who is involved in the deal, "it is hard to believe that top U.S. Navy pilots sitting around with top Israeli pilots are not going to be doing a little talking about how to counter MiGs."

### IMMIGRANTS

## Forgotten Children, Old Allies

Among the saddest victims of war are the illegitimate children left behind by the soldiers who go home at the end of a conflict. There are thousands of such offspring of U.S. military men still in Viet Nam. Many of these youngsters are outcasts, shunned by their maternal families and living at a barebones subsistence level. In an effort to help solve the problem, Secretary of State George Shultz presented to Congress last week a proposal to admit 8,000 so-called Amerasian children to the U.S. over three years. "Because of their undisputed ties to our country, these children and

family members are of particular humanitarian concern to the United States," Shultz told a Senate judiciary subcommittee on refugees. He also asked that American doors be opened for an estimated 10,000 to 15,000 political prisoners who aided the U.S. effort in South Viet Nam. The Secretary's recommendation called for a ceiling of 50,000 refugees a year from all of East Asia. In the past two years, 3,300 Vietnamese immigrated to America; currently, there are some 450,000 Vietnamese living in the U.S.

Though Hanoi has so far contradicted its vague assurances of cooperation in the new plan with a refusal to provide the names of either prisoners or children, the U.S. is optimistic that an agreement is possible. Informal talks may get under way as early as next week, when both Shultz and Vietnamese Foreign Minister Nguyen Co Thach plan to attend the United Nations General Assembly session in New York City.



Secretary Shultz

### DISCRIMINATION

## Open Up or Pay Up

Set on 250 elegantly manicured acres in suburban Bethesda, Md., the Burning Tree Club counts among its members and honorary members Vice President George Bush, Supreme Court Chief Justice Warren Burger and House Speaker Tip O'Neill. For 62 years the club has been the exclusive golf preserve of Presidents, Cabinet members, Congressmen and corporate chiefs. So long as they were male, that is. Women have never been admitted as members, guests or even maids. Last week Montgomery County Circuit Judge Irma Raker ruled that until Burning Tree begins admitting women, it can no longer enjoy a special exemption under which most of its property taxes have been waived. That exemption currently amounts to \$186,000 a year. Said Raker: "Private discrimination may be characterized as a form of exercising freedom of expression, but it has never been accorded affirmative constitutional protection."

According to Burning Tree's lawyer, former U.S. Attorney Benjamin Civiletti, the club will appeal. Said Burning Tree Member Senator Barry Goldwater: "Frankly, if they admitted women, I'd leave."

### TENNESSEE

## Breaking the Silver Cord

Danny Bass, a Tennessee construction worker, was 20 years old in 1978 when he married Mary Ann Garton, then 37. Bass had been put up for adoption when he was three, and except for a brief encounter in his early teens, he never saw his mother again. Then, after three months of married life, Mary Ann Bass casually informed Bass that she was his mother. As Danny's lawyer, Doug Jackson, put it, "That really set him back a notch."

Bass ran off and joined the Army for four years, but his mother persisted in her efforts to lure him back. Says Jackson: "He has letters from her in which she says she loves him like no other girl." Last week in Charlotte, Tenn., the attorney general's office brought charges of felonious criminal incest against Mrs. Bass, who pleaded innocent. If convicted, she could face up to 21 years in jail. Danny now says that all he wants is a new life and a new wife. One closer to his own age.



Danny Bass





By the day.



By the weekend.



By the week.



By the month.

## AVIS LOW SUPERVALUE RATES COME IN A VARIETY OF SIZES.

Renting a car is a lot less expensive with Avis' low SuperValue Rates. Now these special rates are easier than ever to get, because they not only come in a variety of sizes, but they're available from coast to coast.

You can get low SuperValue Rates for as little as one day. And our low SuperValue Weekend Rates make perfect fall getaway vehicles. They give you up to four full days, starting at noon, Thursday.

If you need a car a little longer, try our low SuperValue Weekly Rates. If that's not long enough, we even have low SuperValue Rates from one to eleven months.

You can choose between any car group, from

fuel-efficient subcompacts to roomy full-sized sedans. Even station wagons and vans. All with unlimited free mileage. Just call Avis at 1-800-331-1212 in advance for details and reservations. Or see your travel consultant. There's sure to be a low SuperValue Rate that's just your size.



**TRYING HARDER MAKES AVIS SECOND TO NONE.**

Refueling service charges. CDW, PAI and taxes not included. Certain minimum rental-day requirements apply. Check with Avis for details. Rates and availability not available at participating locations in the continental U.S.

Avis partners GM, Ford, Cadillac, Seán de Ville.

© 1985 Avis Rent A Car System, Inc. Avis®



Beneath a sky acrid with smoke, rioting blacks move away from a burning shopping center in a township south of Johannesburg

SOUTH AFRICA

## Wrestling the Tiger

*Continuing violence clouds the government's tentative move toward reform*

**T**he violence that continued to rack the black townships outside Johannesburg last week took no account of the significance of a forthcoming event that could eventually change the complexion of South Africa's policy of racial discrimination. This week in the city of Cape Town, where white settlers first landed 332 years ago, the whites' absolute monopoly on the country's political power will come to a theoretical end. Representatives of South Africa's 2.8 million "coloreds," or people of mixed race, and its 850,000 Indians will formally take their seats in a new tricameral Parliament that for the first time gives some non-whites a limited voice in the central government.

The nation's latest bout of violence, the worst in seven years, broke out during last month's elections to choose members of the new Parliament. Some 625,000 pupils staged school boycotts, scores were arrested, and newly enfranchised voters showed little interest in the whole proceeding; only 30% of the eligible coloreds and 20% of the eligible Indians bothered to vote. The trouble grew uglier two weeks ago, when South Africa's new constitution went into effect and Prime Minister P. (for Pieter) W. Botha, 68, was chosen as the country's powerful new Executive President. Rioting swept the black town-

ships in an area known as the Vaal triangle, to the south and east of Johannesburg, resulting in the deaths of at least 31 people. While the unrest was sparked by rent increases of 15% to 20% for government-owned housing, at the root of the rebellious mood was the fact that the country's 23 million blacks, who make up about 73% of the population, still have no political power whatsoever. The new constitution, which was approved by two-thirds of

the 2.7 million white voters in a referendum last November, fails to give blacks either a franchise or a voice in running the country.

The violence continued through last week, largely concentrated in Soweto, the sprawling, densely populated township eight miles south of Johannesburg that was the center of racial unrest in 1976. A worried government put a ban into effect in 21 black urban areas on all indoor meetings called to criticize or even discuss government policy; outdoor meetings on such subjects have long been banned. Nonetheless, a large crowd gathered at Soweto's Regina Mundi Church for a prayer meeting to commemorate the death of Steven Biko, a black student leader who died in a South African prison seven years ago. Police broke up the meeting with whips and tear gas. The next day in Soweto they shot and killed a black man who threw a gasoline bomb at a police bus. The shooting brought the number killed in the riots to 41. In Durban, six political activists whom the government was trying to detain fled to the British consulate, where they were granted sanctuary. The wife of one of the men is Ela Ramgobin, granddaughter of Mahatma Gandhi.

Indeed, the week's events seemed likely to overshadow ceremonies for the introduction of the new constitution.



Executive President P.W. Botha

Bringing nonwhites into the government for the first time had been achieved by the ruling National Party government with difficulty, and the plan was fiercely opposed by right-wing Afrikaners. The new Parliament is itself an apt metaphor for apartheid, the official policy of separation of the races, since its three chambers are separate and unequal. The 178-member all-white House of Assembly will meet, as always, in a gracious, wood-paneled chamber. The 85 colored members of the new House of Representatives will sit in the old Senate chamber, while the 45 Indian members of the new House of Delegates will gather in an office building across the street. The existing parliamentary dining room will remain an all-white facility, to which only Cabinet ministers and the opposition leader are permitted to invite nonwhite guests. But a dining room for all M.P.s will soon be built, and all will be allowed to use the previously "whites-only" sporting club in the Newlands section of Cape Town. Another change: Indian M.P.s traveling to and from Parliament will be permitted to ride in the same railway cars as whites. Otherwise, racial separation remains the rule on the country's railroads.

There is wide difference of opinion in South Africa over whether the electoral changes represent a strengthening of apartheid or are the first steps in a long retreat. Says Helen Suzman, an opposition M.P. and one of the government's most articulate opponents: "The new constitution is based on apartheid. It leaves out the best feature of a democratic system, namely universal franchise under the rule of law." Zulu Chief Gatsha Buthelezi, a leading black moderate, has declared that those who participated in the recent elections were committing a "mammoth betrayal" of the black population.

On the other hand, Afrikaner diehards agreed with Eugene Terreblanche, head of an extreme-right group, who said that "South Africa, the land of promise, will be given away to non-Christians." Against such criticism, Botha has argued, "I don't say that what we are entering into is perfect, nor is it the total solution to our problems. But I ask, what is the alternative?"

Botha insists that the new constitution will lead to "further steps to evolutionary reform," a view that is cautiously welcomed by some of the government's traditional opponents, including Novelist Alan Paton, 81 (*Cr, the Beloved Country*), the grand old man of South African liberalism. Paton says, "What we are



Indians in Durban prepare to take a segregated bus to their townships

watching here is a great, dramatic event. For many generations the white people of South Africa have been riding a tiger. Now the tiger is getting stronger and stronger, and the rider is getting older and weaker. He'd like to get off. What we are watching is a lot of politicians trying to do an impossible thing: making a constitution for getting off that tiger."

The newly enfranchised Indians and coloreds seem intent on unseating the whites from the tiger as quickly as possible. "We are going to dismantle apartheid," says the Rev. Allan Hendrickse, a Congregational minister who leads the Labor Party, which won most of the coloreds' House seats. He has called for repeal of the laws that forbid marriage and sexual relations between people of different races. He also favors the release of Nelson Mandela, a founder of the banned African National Congress, the black nationalist movement, who has been a prisoner for 20 years. Similarly, the head of the leading Indian party, Ami-

chand Rajbansi, declares, "We intend to bring the black majority into the system. We are not abandoning our disenfranchised friends."

The apartheid system has been South African policy since 1948, when the Afrikaner-dominated National Party came to power. The party thereupon began the elaborate task of institutionalizing the traditional patterns of racial separation that had existed since colonial times. Essentially, apartheid has two aspects: social separation, or "petty apartheid," which is gradually breaking down, and the creation of black "homelands," which are seen by South African whites as their main hope for retaining political power.

Starting in 1949, the government passed a spate of laws specifying where blacks could live and work. It banned interracial marriage and sexual relations, leading to enforced separation of married couples, families, lovers, friends. It imposed segregation in public places, including schools and on transportation. To reinforce this harsh new system, the government introduced security laws that curtailed personal freedoms and made it possible for suspects to be detained without trial, placed under house arrest and otherwise "banned" or restricted. Last year 453 South Africans, the vast majority of them black, were placed in detention without trial. Another 130 were "listed" under the Internal Security Act, which meant that they were not allowed to be quoted in the press; a dozen were banned and restricted to their homes or other specified places. So far this year 572 have been detained.

Despite the severity of the detention laws, much of the abrasiveness of petty apartheid is gradually disappearing from city life, in part because of criticism from Western countries and in part, perhaps, because the rules of social apartheid are just too complicated and arbitrary to enforce. In Johannesburg today, a black couple, visiting from the "independent" homeland of Bophuthatswana, can be seen drinking tea in the lounge of the Carlton Hotel. Restaurants, hotels, shops and offices have become largely multiracial in character. Black traffic cops give out tickets to white motorists. At lunchtime, black secretaries share hot dogs and Cokes in the park with white colleagues.

Similarly, apartheid has almost disappeared from sports and from the job market. Because of the need for skilled workers, the exclusion of blacks from certain jobs in private industry has largely end-



Colored families disembark from a rail car reserved for nonwhites. Racial mixing is becoming more common, but still not on trains.

## World

ed. Black unions have been legalized. Most, though not all, companies have a policy of equal pay for equal work. However, what is true in cities like Johannesburg is not necessarily true in more conservative areas. Petty apartheid still flourishes in the rural bastions of the Afrikaners and in the English redoubts around Durban, where rules governing whites-only beaches remain intact.

But apartheid really means the perpetuation of white political power, and that part of the exclusionary system is as entrenched as ever. In 1959 the late Prime Minister Hendrik Verwoerd introduced his plan to create ten Bantustans, or homelands, in which all of South Africa's blacks would become "citizens," regardless of whether they lived there or not. Through this curious legerdemain, Verwoerd saw a way to turn South Africa into a predominantly white country, at least on paper. Millions of blacks would continue to live and work in the vicinity of the big cities, because the South African economy needed them. But in theory they would be voting citizens of homelands hundreds of miles away.

In December the homeland of Kwan-debele, a grubby, dirt-poor, black farming district to the north of Pretoria, will become the country's fifth "independent" homeland, thereby bringing Verwoerd's dream to the halfway mark. In the process, another 250,000 blacks will be written out of South Africa's official population figures and added to the more than 5 million already classified as citizens of the other four homelands. Kwandebele has just one paved road, no resident doctor, an acute water shortage, and employment opportunities for only about 2% of its people. The rest must find jobs in South Africa if they have not done so already.

The resettlement of many blacks into homelands, including the merciless removal of "black spots" from some areas designated as white, has proved to be one of the most inhumane aspects of apartheid. Some 3.5 million blacks have been uprooted and resettled over the past 20 years, and another 2 million remain to be

moved. In reality, the homelands have become an expensive embarrassment. Last year the program cost South Africa about \$1.5 billion, or almost 9% of the national budget. But whatever its failings, the creation of black homelands remains essential to public policy because the government knows of no other way to assure the perpetuation of white power.

In foreign policy, the Botha government has made several tentative steps toward a reconciliation of sorts with its black neighbors to the north. Last March



it signed a pact of "nonaggression and good neighborliness" with Mozambique, assuring the Mozambicans that it would stop aiding rebels if they, in turn, would stop offering help and hospitality to guerrillas of the African National Congress. Botha has also agreed to a phased withdrawal of his armed forces from southern Angola. Both of these accomplishments are credited in part to the Reagan Administration's policy of "constructive engagement," under which South Africa is no longer treated by the U.S. as an international pariah but is, in theory at least, encouraged through negotiation to change its internal and external practices.

The real test of the Reagan policy will be Namibia, or South West Africa, the territory that South Africa has ruled since 1920 under a long-expired League of Na-

tions mandate. Negotiations for Namibian independence have taken place off and on for years, and last January Botha indicated that South Africa wanted to get rid of Namibia, mainly because of the huge cost (\$1 billion a year) and the loss of lives in the continuing bush war against guerrillas of the South West Africa People's Organization (SWAPO). Despite this, the South Africans still see Namibia as a psychological bulwark against their black neighbors to the north, and the war goes on. It was the Reagan Administration that in 1981 introduced the notion of linking Namibian independence with the withdrawal of Cuban troops from Angola. So far, that policy has failed to achieve either end.

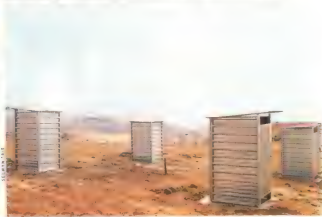
Both from within and without, the question is incessantly asked: Where is South Africa heading? Most observers doubt that political change, when it comes, will be sudden or savage. Says Chief Buthelezi: "There are no prospects either now or in the foreseeable future of toppling the government by violent means. The harsh reality, which for us is inescapable, is that we do not destroy the foundations of the future by what we do." More likely, there will be a grudging, lurching, erratic pressure toward genuine reform. By the year 2000, the white population is expected to increase only slightly, from 4.7 million to 5.2 million. The black population, on the other hand, will jump from 23 million to 50 million, with 20 million settled in the industrial urban areas, where they will dominate the labor and consumer markets. A gradual increase in black political power thus seems inevitable.

Alan Paton cites three reasons for believing that the recent parliamentary reforms are a halting step in that direction. He thinks that the Afrikaner does not dare "to be finally rejected by the West, because that would be the end of Afrikanerdom." He feels the whites have conceded that "the Verwoerdian dream will never be realized." And he believes "the Christian conscience of the Afrikaner is troubled." The only problem with the third point, Paton adds, is that the Afrikaner conscience "is not yet troubled enough." —By William E. Smith, Reported by Marsh Clark and Peter Hawthorne/Johannesburg

Shanties line the muddy streets of this squatter camp near Cape Town



So far, only the outhouses have been built in this resettlement site



Model shown: Zenith Color 20 TV. Zenith TV Product © 1984 Zenith Electronics Corp.



# Brainy

This year, The Smart Sets from Zenith have more smart, new features than ever before.

There are models that put a 25-inch diagonal picture in a 19-inch space.

There are remote controls that let you switch from VCR to cable to games to regular TV.\* Some remotes have Parental Control that lets you lock out channels you don't want. Some even control both the TV and a Zenith VCR.

Here's another brainy idea: all Smart Set models are stereo-adaptable. Some are

\* With optional accessories.

ready now with built-in stereo decoders, amplifiers and multiple speakers.

And every Smart Set has the new Chromacolor Contrast Picture Tube for more dramatic contrast.

Advanced System 3, The Smart Sets from Zenith. There's only one way to describe them. Brainy.

The quality goes in before the name goes on!



**ZENITH**  
*The Smart Sets*

## World



A toast "to life": Shamir and Peres raise glasses to their long-awaited agreement

ISRAEL

### At Last, a Handshake for Unity

*Labor and Likud sign on for five years of togetherness*

Agreement had seemed within reach so often, only to slip away, that no one seemed surprised when the ceremony was delayed for five hours on Thursday. After all, Shimon Peres and Yitzhak Shamir had been up until 5 a.m. negotiating the last detail. Finally, at 3:45 p.m., the two met again in the Knesset basement. Sitting at a blue cloth-covered table and surrounded by colleagues, Labor Leader Peres and Likud Chief Shamir signed the accord that established a national unity government. Cognac glasses in hand, the new partners toasted the accomplishment with cries of "L'chayim" (To life).

Seven weeks after Israelis went to the polls, the country finally had a new government. Since the coalition controlled 97 out of 120 Knesset seats, the accord was easily approved by the legislature, and Peres was sworn in as Prime Minister. He will be the country's leader during the next 25 months while Shamir serves as Foreign Minister and acting Prime Minister; for the following 25 months, the two men will switch jobs. Yitzhak Rabin, who was Labor Prime Minister from 1974 to 1977, will be Defense Minister during the entire 50-month term. Yitzhak Moda'i, until last week the Likud government's Energy Minister, will head the crucial Finance Ministry. Ariel Sharon, the Likud politician who was forced to resign from his job as Defense Minister in 1983, will be Minister of Industry and Trade.

The pact was in doubt right up to the final minute. Peres, who had until Sept. 16 to form a government, faced growing opposition within his own ranks. Seven Knesset allies, including the tiny leftist party, Mapam, refused to link themselves with their longtime ideological foes in Likud and withdrew from the Labor Align-

ment. Shamir had his share of headaches as well. At a party meeting to approve the list of Likud ministers, Sharon warned against yielding to Labor on certain issues, including the pace of Jewish settlements on the occupied West Bank. Then a squabble developed over whether the National Religious Party (N.R.P.) with four seats or the Sephardi Torah Guardians (SHAS) also with four, would get the Ministry of Religious Affairs. SHAS, egged on by Sharon, insisted that Shamir deliver the Cabinet post. The N.R.P. demanded the position just as loudly. A pre-dawn meeting on Wednesday between Peres and Shamir failed to break the stalemate.

Dispirited Labor strategists once again tried to patch together a narrow coalition excluding Likud, but Peres was swamped by fresh demands from the smaller parties. Only after much politicking did Labor and Likud leaders finally reach a compromise: neither SHAS nor the N.R.P. would receive the religion post, at least for now. Instead, Peres will hold the position for the next few weeks while a solution is worked out. How did the bleary-eyed Peres feel about forming a government only three days before the deadline? "I have had no time to dream dreams," he said. "I don't believe we are going to a vacation spot now."

Among the Cabinet's first order of business will be the comatose economy, and a decision on the withdrawal of Israeli troops from southern Lebanon. But the longevity of the unity government may be the primary preoccupation of Prime Minister Peres and His Apparent Shamir. Only their mutual interest in survival may prevent the coalition from falling apart.

—By James Kelly, Reported by Robert Slater/Jerusalem

ARMAMENTS

### Hard Sell

*In defense of the Exocet*

The manufacturer of a weapon that became famous for its successful use against Britain during the 1982 Falklands war took out an advertisement in a British magazine last week—not to apologize but to defend the weapon against charges that it is a lemon. The sponsor of that milestone in marketing history is Société Nationale Industrielle Aérospatiale, the French firm whose Exocet air-to-surface missile was responsible for one of the biggest British setbacks of the ten-week war. Argentina used the weapon to sink the destroyer H.M.S. *Sheffield*, which went down in the South Atlantic on May 4, 1982, with a loss of 20 seamen. Aérospatiale bought a page in *The Economist* (estimated circ. 252,000), which usually costs about \$5,650, to dispute recent reports that the Exocet is not really the devastating ship killer Britons had come to revere. On the contrary, boasted Aérospatiale heartily, "Exocet is and remains the leader in its category... that's why it upsets people so much!"

The Exocet has been frequently used against Persian Gulf shipping since the four-year-old war between Iran and Iraq extended to gulf waters last March. In recent months, however, a number of publications, quoting military analysts, have charged that the missile often misses its target and that its 363-lb warhead frequently fails to explode on impact. Aérospatiale had endured such criticism in silence, the ad indicated, partly out of "respect for the seamen who lost their lives during the fighting." Now, however, the firm could wait no longer to refute the "inaccurate information... to set the record straight."

According to Aérospatiale, no less an authority than the *Sheffield's* commander, Captain Sam Salt, has vouched for the missile's effectiveness. "I was there," the ad quotes Salt as saying, "and there is no doubt that the warhead exploded." In addition, Aérospatiale claims that as of July 10, Exocets had been used successfully against 112 ships in the Persian Gulf, a statistic that has not been independently confirmed. Of 103 cases examined, the ad stated, "57 ships either sank, ran aground or were towed home for scrapping; damage to the other 46 was variable... Only one case of non-explosion was recorded."

In the gulf last week, Iraqi planes continued to threaten shipping. One missile caused only slight damage to a Liberian-registered supertanker, the *St. Tobias*. But another of the weapons was believed to have been responsible for destroying a small, German-operated supply ship off Iran's Kharg Island. The explosion killed the ship's eleven-member crew, including three British divers. Britain promptly issued a "strong protest" to Iraq. ■

**“We have one  
and only one  
ambition.  
To be the best.  
What else  
is there.”**



*Lee H. Iacocca*

**For 1985, we made the**





# best better. The K-cars.



**Plymouth Reliant K**



**Dodge Aries K**

**American families deserve the best six-passenger cars they can get for their money. The best just got better.**

The K-cars were the first six-passenger cars in America built with fuel efficient front-wheel drive technology. They are the best value in a six-passenger car.\* They have the highest gas mileage, the lowest sticker price. And they're the only cars backed with a 5-year /50,000-mile Protection Plan.\*\* For 1985, the best just got better.

**We've redesigned them to please the eye, soothe the ear and ease the driving.**

From headlamps to tail lights, we redesigned the K-cars to improve their aerodynamics. The drag coefficient is down to a mere 0.42. With their new air-slippery design, we were able to increase efficiency. We've also made them quieter than ever before.

**We've improved the engine to give you better performance.**

A family car doesn't have to slow you down. The K-car's peppy 2.2 engine, one of the best Chrysler's ever built, has been further refined to give you improved performance. Together with front-wheel drive and rack-and-pinion steering, you get the power and handling today's highways and back roads demand.

**We gave you the highest mileage. We still do.**

For four years, the K-cars have given you the best gas mileage of any six-passenger car in America. We give you gas mileage the competition can't: 26 city est. mpg, 33 hwy. est. mpg\*\*\* And to make sure you don't waste a drop, a new gas saving indicator light signals when to shift gears for optimum fuel efficiency.

**We had the lowest price. We're still the lowest.**

Don't let their shiny new looks scare you. The K-cars are the most sensibly sticker priced six-passenger cars in America. And that's for a car that's impressively equipped. For 1985, we've added Clear Coat paint to every finish for extra luster. There are convenient storage pockets on driver and passenger doors and a full length console with optional bucket seats. And much more.

**We give you the best built American cars.**

Chrysler had the lowest percent of NHTSA safety recalls for '82 and '83 models designed and built in North America. In 1983 alone, the imports combined had more than 3 million recalls. American manufacturers had almost 2.9 million. Of the staggering 6 million cars and trucks recalled last year, less than 7,500 were Chrysler built, and only 416 of these were K-cars!

**We give you the best backed American cars.\*\***

Our quality gives us the confidence to back every new Chrysler, Plymouth and Dodge car we build with a 5-year/50,000-mile Protection Plan on the engine, drive train, and against outer body rust-through, at no extra charge. It gives you one priceless extra: peace of mind.

**Report cards for you to fill out will help us give you better cars and better service.**

There's no short cut to being the best. It takes hard work. But we need your help, too. That's why we're sending out report cards to every new car buyer. With these reports we'll improve ourselves, our cars and our dealer service. We just want to be the best.



**The New Chrysler Corporation**

**We don't want to be the biggest. Just the best.**

\*Based on sticker price comparison of comparably equipped models. \*\*Whichever comes first. Limited warranty. Deductible applies. Excludes leases & fleets. Ask for details. Based on warranty comparison of competitively priced models. \*\*\*City est. mpg. Use EPA mileage compare. Actual mileage will vary with options, driving conditions & habits, & vehicle condition. ©Chrysler. †Based on 1983 U.S. vs. NHTSA summary report.



# BARCLAY

UNEXPECTED PLEASURE



Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

Surprising richness, yet 99% tar-free.

## World

SOVIET UNION

### Serving Time

A Sakharov article appears

The strange machinery of Soviet public relations continues to grind out communications about dissident Physicist Andrei Sakharov. In West Germany the mass-circulation daily *Bild* last week published a claim by Moscow-based Journalist Victor Louis, a favorite KGB conduit for slipping information to the West, that Sakharov, 63, had been released from a hospital in his exile home of Gorky. The scientist, he said, has resumed his private life by joining his wife in their apartment, and "is healthy again." The day after the Louis report appeared, Western journalists learned that the Soviet *Journal of Experimental and Theoretical Physics* had just published a learned article on the origins of the universe that was ostensibly written by the Nobel laureate. Both actions were evidently designed to palliate Western concern over the fate of Sakharov and his wife Yelena Bonner, 61, who was sentenced last month to five years of internal exile on charges of spreading anti-Soviet slander. Dissident forces reported that Bonner was preparing an appeal.

The Louis report came three weeks after ABC News broadcast a videotape that Louis had made available to Western media. While cheerily purporting to demonstrate that the Sakharovs are prospering in Gorky, the heavily spliced tape contained a sequence showing an emaciated Sakharov eating some food. If the scene was genuine, it indicated that Sakharov had at least briefly interrupted a hunger strike that he began in May in an attempt to pressure Soviet authorities into allowing his wife to leave the country for treatment of a heart condition.

Sakharov's article, "Cosmological Transitions with Alteration of the Metric Signature," is an attempt to postulate the existence of more than one time dimension in the physical universe. Friends of Sakharov believe the work is genuine and that it was submitted last March, six weeks before the physicist began his hunger strike. The piece ends with a poignant acknowledgment: "I thank my wife, Yelena Bonner, for her help." The remark intrigued Western diplomats in Moscow. "It's a nice touch, but I don't think it means she is being rehabilitated," said one. Noted another of the decision to publish Sakharov's article: "It's designed to show the world, and in particular his fellow scientists in the West, that he is allowed to work."

There were reports in Moscow last week that Sakharov has submitted a second article to the physics monthly. An official of the Soviet Academy of Sciences, which issues the journal, said he could not discuss work currently under consideration for publication. ■



Parents and teachers at pro-church rally

MALTA

### School's Out

Mintoff takes on an old enemy

In 13 years as Prime Minister of Malta's Labor government, Dom Mintoff has steered his rocky Mediterranean island nation in an ever more Easterly direction. Once a firm friend of its former colonial master, Britain, and an important port of call for NATO warships, nonaligned Malta these days boasts such friends as the Soviet Union and North Korea. Mintoff, 68, severed defense ties with London in 1979, placed former NATO fuel-storage facilities at the service of Soviet ships, and last March signed a three-year, \$260 million trade agreement with Moscow.

Now Mintoff is taking on his perennial enemy, the Roman Catholic Church. In May the Prime Minister decreed that private schools in Malta will not be allowed to charge tuition when classes begin early next month. The move will affect the country's 19 church-run secondary schools, which enroll 25% of high-school-age children. The church schools have been charging a relatively modest fee, \$214 a student, set by law in 1972. Last month the government went further, closing eight leading Catholic academies and creating four state-run substitutes.

Mintoff defends the measures as being necessary to stamp out elitism. Senior Deputy Prime Minister and Minister of Education Carmelo Mifsud Bonnici, Mintoff's probable successor, insists that the church can afford to fund its schools and that parents should be relieved of the burden of tuition. Asks Bonnici: "What is immoral in providing free education?"

Opponents, however, see the move as

the latest government attempt to break the power of the church in Malta, whose population of 400,000 is predominantly Catholic. Last year the state seized church real estate and Mintoff banned visits by Archbishop Joseph Mercieca to public schools and prisons. The Prime Minister has also given students at state schools preference in admission to the island's only university and ended government grants to church schools.

None of those moves has touched off as much outrage as the tuition ban. Parents, clergymen and members of the opposition Nationalist Party have staged protest rallies and filed lawsuits to halt the closings. Opposition Leader Eddie Fenech Adami has vowed to send his children to unlicensed church schools. Archbishop Mercieca warns that if the tuition ban is allowed to stand, "education will surrender to indoctrination."

The Maltese have reason for worry. In his drive to turn Malta into a socialist state, Mintoff has grown increasingly authoritarian. He keeps the local press tightly reined and prohibits all coverage of Adami's Nationalist Party. Businessmen complain of rising government interference in their affairs. Though Malta apparently has no political prisoners, any citizen may be detained for 48 hours without charge. Says a leading Nationalist: "Mintoff doesn't treat us as the loyal opposition, but as the enemy."

Mintoff's assault on the church may be designed at least in part to distract attention from economic problems. The unemployment rate has been estimated at close to 20%, and tourism is down. Despite the huge trade deal with the Soviets,



The Prime Minister



Archbishop Mercieca

not a single ruble's worth of merchandise has been exchanged so far. "It's a very traditional pattern for the Soviets," said a State Department official. "Massive trade agreements, good publicity, then nobody pays attention to the follow-up."

The Vatican has broken off an attempt to mediate the tuition dispute. Maltese parents, defying a ban on private contributions to the schools, have raised \$1.2 million, which will pay the bills until December. "If parents send their children back in October, we shall continue with our work," says Brother Martin Borg, headmaster of De la Salle College, whose former students include Mintoff. "Our doors will be open." ■

## World

MOROCCO

### Firmly in the Saddle

*For Hassan II, boldness and surprise are the keys to survival*

If any contemporary ruler is as crafty and consistently surprising as Shakespeare's Henry V, it is surely King Hassan II of Morocco. Like Prince Hal, Hassan was once a high-spirited playboy who has managed to disarm his critics by adroitly consolidating his power. Since he inherited the throne at age 31 from his father Mohammed V in 1961, Hassan has worked hard to make himself and his kingdom Western, Arabic and African all at once. He can play by turns the extravagant cosmopolitan who rides horses with President Reagan, and the devout Muslim who is officially known as Commander of the Faithful.

Like King Henry, Hassan has a fondness for the bold flourish. He took over part of the Spanish Sahara in 1975 by exhorting 350,000 Moroccans to march unarmed into the disputed territory while Spanish soldiers looked on in disbelief. He gained the upper hand in his eight-year desert war with the Marxist Polisario guerrillas by enclosing almost half of the 103,000-sq.-mi. Western Sahara with a 750-mile-long wall of sand and rock. Just last month he caught Western leaders off balance yet again by signing a treaty of friendship with Libya's notorious Muammar Gaddafi. Says a West European diplomat: "No matter what Hassan does, it seems to turn out all right."

The King's lengthy repertoire of roles was on display once again last week, when Morocco held its first national elections in seven years. As one of the Third World's more democratic monarchs, Hassan allows his subjects to vote for 204 of the 306 seats in the legislative assembly (the rest are appointed by local councils). But in practice, the King himself chooses the Prime Minister and all the Cabinet ministers, often from among his family and friends. This year, however, with Morocco's standard of living on the wane and social unrest on the rise, Hassan needed to retain control while giving his critics enough freedom to keep them quiet. True to form, a majority of 108 seats was won by three look-alike centrist parties that are unswervingly devoted to the King and his pro-Western line. At the same time, however, the opposition Socialist Party went from 16 seats to 34 seats.

Though he lost some ground, the King won some democratic laurels. During the 1977 campaign, newspapers were seized by the government and there were fierce protests of improper interference. This time Hassan gave the press a freer hand, declared that the government must remain

neutral and reduced sentences for about 600 prisoners, some of them political. For the first time in more than two decades, he allowed the Socialists to help administer the elections. He also permitted them and the tiny Communist Party to buy commercial time on the air waves. Even the Communist newspaper *Al Bayane* conceded that the campaign "was the cleanest that has ever been seen." The King has de-



At his Skhirat palace the King cuts an equestrian figure

scribed his overall strategy: "I am going to subvert by democratic means people's natural instincts toward anarchy."

Hassan is a master of nondemocratic means. After price increases led to bloody rioting and some 100 deaths in January, he blamed much of the unrest on Muslim fundamentalist groups. The police stepped up surveillance in mosques and tightened religious censorship; Hassan imprisoned as many as 1,000 suspected agitators. Just two months ago, 13 of the



Army maneuvers on Morocco's southern front  
*A peaceful march and a sand wall.*

71 activists accused of conspiring to overthrow the King were sentenced to death.

Meanwhile, the King has cultivated abroad an unlikely assortment of friends, Morocco, which sits strategically on the southern bank of the Strait of Gibraltar, is considered by Washington to be a useful ally and a potentially valuable airbase. In return, the U.S. provides Hassan with \$140 million in aid and an arsenal of sophisticated arms. Nonetheless, the King remains very much his own master, as evidenced by his recent treaty with Libya, a major U.S. foe. He apparently hopes that the surprise agreement may help revive his stricken economy with infusions of Libyan oil and investment.

That, however, may not be enough. More than half of Morocco's 23.6 million people depend on agriculture for a living, and the country has been devastated by a four-year drought. The guerrilla war in the Sahara continues to cost at least \$1 million a day. Two-fifths of the population is below poverty line, according to World Bank figures, and thousands live in makeshift huts in the increasingly swollen cities. Meanwhile, Hassan maintains a regal life-style. This week, for instance, he is host to a lavish celebration of a daughter's wedding in Fez, at one of nine sumptuous palaces.

Both radical Marxists and Muslim fundamentalists hope that such disparities of wealth will

inflame the resentment of the masses. But Hassan has a knack, it seems, for surviving resentment. Thirteen years ago, mutinous officers sent 1,400 cadets storming through the palace at Skhirat during a celebration, firing wildly in all directions. Some 100 guests were killed, but the King escaped unharmed. The following year, four F-5 jet fighters piloted by rebellious air force officers opened fire on Hassan's Boeing 727, destroying the landing gear as well as an engine. Cool as ever, Hassan reportedly took the controls and persuaded his attackers to cease firing by radioing them. "The tyrant is dead. Enough people have died." He expertly landed the craft and, by having his death proclaimed on the radio, flushed out the leaders of the plot.

Nowadays, Morocco's 170,000-man army has no Minister of Defense or Chief of Staff to challenge Hassan, and only one active general. Ultimately, the King intends to pass the throne on to his son, Crown Prince Sidi Mohammed, now a 21-year-old student. Morocco's economic troubles show no signs of subsiding. But Hassan, like King Henry, has proved so resilient that even cynical Western observers are tempted to see him as his most devout followers do: as the 35th descendant of the Prophet Muhammad, blessed with divine protection. —By Pico Iyer.

Reported by Philip Fainegand/Rabat



## World Notes

### ETHIOPIA

## Red Stars at a Big Parade



Mengistu Haile Mariam

East German Communist Party Boss Erich Honecker may have canceled his trip to West Germany, but last week he made it to Addis Ababa, where the flag flying over Revolution Square had a more comforting look: red and emblazoned with the hammer and sickle. Honecker was in the Ethiopian capital with Soviet Politburo Member Grigory Romanov at a three-hour parade to celebrate the tenth anniversary of the military coup that overthrew former Emperor Haile Selassie. Dominating the scene was

a towering portrait of Ethiopian Leader Lieut. Colonel Mengistu Haile Mariam, 43, the U.S.-trained soldier who had just been chosen Secretary-General of the Workers Party of Ethiopia, the newly inaugurated Communist party.

As a reward to Mengistu for bringing Ethiopia into the Communist fold, Moscow has signed a new economic agreement with Ethiopia. Apparently, though, it will not pay the bill for all of the attendant celebrations: a reported \$250 million.

### INDIA

## A Quandary for Gandhi

Democracy in the southern Indian state of Andhra Pradesh was a three-time loser last week. In three consecutive one-day sessions of the state assembly in Hyderabad, the capital, members of Prime Minister Indira Gandhi's Congress (I) Party and defectors from the opposition party shouted obscenities, set firecrackers and otherwise proved so disruptive that each meeting had to be postponed. The sessions were intended to let former Chief Minister N.T. Rama Rao, 61, who was deposed Aug. 16 by Gandhi forces, prove that his dismissal was illegal. The gatherings were also to be a test of political strength for Gandhi, who must call national elections by January.

Rama Rao's supporters, angered by the attempts of Congress (I) to buy time and votes, took to the streets in Hyderabad by the thousands, tossing flowers and coins, to show their support for the ousted Chief Minister, a former movie actor. The outpouring of public sympathy for Rama Rao seemed to signal a reversal in Gandhi's popularity, which had been rising steadily since she ordered an army assault on Sikh extremists at the Golden Temple in Amritsar last June. Although Gandhi still denies any involvement in the affairs of Andhra Pradesh, she nonetheless faces two equally unappealing options in the state: she can dismiss the assembly and impose direct rule from New Delhi or allow Rama Rao to be reinstated by a vote of the assembly. Either way she risks more unpopularity and a tough election campaign ahead.

### THE KOREAS

## A Surprising Acceptance

After heavy floods that killed at least 188 South Koreans two weeks ago and caused severe damage to homes and crops, North Korea offered rice, medicine, cloth and cement in humanitarian assistance. Last week, to the surprise of practically everybody, South Korea accepted the offer. If the deal goes through, it will be the first extension of aid of any kind between the two hostile regimes since the Korean War began in 1950.

Some skeptics thought both governments were bluffing; that the North did not expect the offer to be accepted and that the

South did not expect the aid to be delivered. But there were signs that the government in Pyongyang really may be trying to improve its relations with Seoul, even if only slightly. The North Koreans are still trying to undo the damage caused by their involvement in the bomb blast in Burma last year that killed 17 visiting South Koreans, many of them top officials, but missed the most obvious target, South Korean President Chun Doo Hwan. Overlooking such examples of past hatreds, the two sides decided to schedule aid talks for this week in Panmunjom, in the Demilitarized Zone that divides the two countries.

### DISASTERS

## A Dangerous Cargo Surfaces

Three weeks after it collided with a West German ferry, the French container ship *Mont Louis* still lay on its side last week in 45 ft. of water, eleven miles from the Belgian coast. Gale-force winds and 15-ft. swells had broken it in two, raising fears that 30 steel containers filled with uranium hexafluoride, raw material from which nuclear fuel is made, might be swept out of the ship's holds into the sea. Then the bad weather broke, salvage operations resumed, and by midweek the first of the containers, originally destined for the Soviet Union, was winched to the surface.



Uranium hexafluoride is recovered

The recovery finally put to rest wild rumors about the nature of the cargo. A Belgian senator had declared that the *Mont Louis* had been carrying, among other items, arms for the Soviet Union, an allegation that was curtly dismissed by the Belgian government. By week's end 13 of the containers of uranium were aboard a salvage barge, and crews from Belgium and England were able to mop up a three-mile-long fuel-oil slick.

### SYRIA

## Not His Brother's Keeper

For months, signs of a power struggle within the government of Syrian President Hafez Assad swirled like so many dust devils around Damascus, the capital. Last week the intrigue blossomed anew. Defense Minister Mustafa Tlas, in an interview published in the West German magazine *Der Spiegel*, declared that Assad's younger brother Rifaat, one of Syria's three Vice Presidents, is "persona non grata forever." If Rifaat had not gone into exile in Geneva in June, Tlas added, "the army would have struck."

Whether Tlas is to be believed or not, Rifaat, 47, had made no secret of his ambition to succeed Hafez, 54, as President. That possibility seemed to loom larger last November, when the elder Assad suffered a serious heart attack. After Assad's recovery, Rifaat's elevation in February to the new, three-man vice presidency was seen as part of an attempt to hem in his power.

Rifaat's current status is still something of a mystery. Responding to Tlas' statement, one of Rifaat's aides declared that the Vice President was in Geneva for health reasons, and would return to Damascus "very soon." Despite the confusing signals, one fact seemed clear: Hafez Assad shows no signs of needing, let alone wanting, a successor.



Rifaat Assad

## Latest HLDI Report on Highway Safety:

7th YEAR IN A ROW

# GM CARS RATED BEST. AGAIN.

1981-1983 passenger cars with "Substantially Better than Average" overall injury claim experience.

Make	Body	Relative Frequency
✓ 1. Oldsmobile Delta 88	4 Dr.	59
✓ 2. Oldsmobile Ninety-Eight	4 Dr.	60
✓ 3. Oldsmobile Cutlass	S.W.	60
✓ 4. Oldsmobile Custom Cruiser	S.W.	61
5. Mercedes 300SD	Spec.	61
✓ 6. Buick LeSabre	4 Dr.	62
✓ 7. Chevrolet Caprice	S.W.	65
8. Lincoln Continental	Spec.	65
9. Ford Crown Victoria	S.W.	66
✓ 10. Oldsmobile Toronado	Spec.	66
11. Mercury Grand Marquis	4 Dr.	66
12. Ford Crown Victoria	2 Dr.	66

Source: Highway Loss Data Institute. Body Styles: S.W. = Station Wagon, Spec. = Specialty. All results are stated in relative frequency of injury claims. A relative injury claim frequency of 100 is average. Relative frequencies of less than 70 are defined by HLDI as "Substantially Better than Average."

The Highway Loss Data Institute (HLDI) is a non-profit public service organization associated with the Insurance Institute for Highway Safety. As it has done for several years, HLDI has summarized and published its findings on the frequency of automotive insurance claims.

This year, HLDI finds that of the top 12 models with overall injury claim experience defined as "Substantially Better than Average," seven are General Motors cars.

We are pleased that GM cars are rated best.

But we are not surprised. In fact, GM cars have dominated these lists ever since HLDI has been summarizing them. Seven years in a row.

We believe this continued excellence reflects not only our cars—their quality, size, weight, and design—but also how and where they are driven.

The results show that our cars and our customers go well together. We trust it will continue that way. We're doing our part to see that it does.

We believe in taking the extra time, giving the extra effort, and paying attention to every detail. That's what it takes to provide the quality that leads more people to buy GM cars and trucks than any other kind. And that's why GM owners are the most loyal on the road. That's the GM commitment to excellence.



Chevrolet  
Pontiac  
Oldsmobile  
Buick  
Cadillac  
GMC Truck

## Nobody sweats the details like GM.

# Religion

## Billy Graham's Mission Improbable

*Across the U.S.S.R. the evangelist preaches "peace with God"*

Wiping flowing tears from his cheeks with a handkerchief, the pastor of Leningrad's lone Baptist church looked down at his packed congregation last week as he welcomed the evening's special preacher. "We know what difficulties you faced in coming here, Billy Graham," said Piotr Konovalchik. "We rejoice that you are with us tonight." Many young women in the choir, clad in orange dresses and white headbands, wept along with him. As Graham quietly thanked Konovalchik, a clergyman who had come from Moscow strode to the pulpit to offer a prayer: "You shed your blood for Russia too, O Lord. We pray that a surge of revival may start in this house of ours."

It was the emotional high point of the first leg of the American evangelist's most improbable mission since he went on the road for God 39 years ago: his first evangelistic tour of the Soviet Union, a country zealously committed to the extirpation of all belief. Commented Graham en route to Leningrad: "I look on it as remarkable that I am here at all, preaching." Lenin would no doubt have agreed.

Graham, 65, had been pointing for this evangelical undertaking since 1959, when he made his first trip to the U.S.S.R. During a quick visit to Moscow's huge Lenin Stadium, he recalls, "I bowed my head and prayed that God would one day open the door and let me preach the Gospel in Russia." In more recent years he has preached in Hungary, Poland, East Germany and Czechoslovakia, but always with a Soviet mission in mind. Then in 1982 he attended a Moscow peace conference and stirred one of the biggest flaps of his career. He made remarks to reporters that downplayed the severity of Soviet re-

ligious repression, causing him to be charged throughout the West with naive or, worse, appeasement. Graham rode out the storm unrepentantly while he and his aides worked on the painstaking negotiations for this month's mission.

It is hardly the sort of patented Graham "crusade" that so many nations of the world have witnessed. No billboards beckoned audiences, no hippodromes were booked. But in Leningrad, at least, he got permission to put up loudspeakers for overflow crowds, despite Soviet laws that forbid any evangelism outside church walls. Inside the Leningrad Baptist hall, every inch of pew and aisle space was packed by the 2,000 worshipers, including a healthy number of teen-agers. Two participants said they had traveled 2,000 miles from Central Asia for the event. Outside, dozens of people listened to Graham on the loudspeakers while a cold drizzle turned to heavy rain. In Tallinn, the capital of Estonia, a remarkable overflow of 3,000 people stood in the streets outside the Baptist church. There were no loudspeakers this time, and police dispersed two-thirds of the devout. This week Graham moves on to Novosibirsk, the major city in Siberia, and completes the tour in Moscow.

Translated phrase by phrase by interpreters supplied by the host churches, Graham's sermons were generally familiar, but the words had special power in the context of militant state atheism: "Jesus Christ is not dead on the Cross. He is a living Christ. He can come to your person. He can come to your family. He can come

to your great country." This time there was no propaganda harvest for Radio Moscow. Instead, Graham sought to assure the Soviets that Americans and President Reagan desire peace. But he consistently and deftly attached his hopes for world peace to the need for divine intervention—in his oft-used phrase, "peace with God."

The evangelist is meeting beleaguered Jewish leaders and speaking in Russian Orthodox cathedrals and churches that have rarely allowed Protestants in the pulpit. At Leningrad's Orthodox Academy, Graham offered advice to 1,000 seminarians and priests. Without directly citing Soviet restrictions, he said, "In some societies you cannot go out and preach the Gospel. What do you do?" His answer: "We must wear the fruit of the Spirit, so that people, when they see how we live, will be drawn to the Spirit within us." Christianity has survived atheist taunts, he said, "because the Gospel has its own power to change human lives." But when six youths bravely held aloft crude banners protesting the jailing of Soviet Christians, Graham made no public acknowledgment.

The evangelist's words are likely to be heard by more than those who came to see him: surreptitious cassette recorders will doubtless give his sermons wide distribution among Soviets. Graham also took note of how difficult it is for Soviets to display their faith. In his usual appeal for public commitments to Jesus Christ, he asked his Baptist listeners in Leningrad to raise their hands. Despite the presence of KGB plainclothesmen with cameras, two dozen people did so. A parishioner later explained poignantly why more did not respond: "You Americans live in freedom. Our arms are always pressed down to our sides. We are like prisoners. It is hard for us to lift our souls to God."

—By Richard N. Ostling.

Reported by Erik Amft/theatrol/Moscow

Faithful risking a commitment to Christ



Speaking to clergymen at Orthodox Academy







Blessing fishing boats in Newfoundland



Arriving by air in Quebec City



Meeting Indians in Ste. Anne de Beauséjour

## An "Essentially Pastoral" Visit

*In Canada, John Paul mixes strong words and tact*

He came to preach about "the issues of our time, concerning culture, the community, technology, the family, sharing and justice." But, he said, his visit was "essentially pastoral." As Pope John Paul II launched a twelve-day, 8,000-mile voyage across Canada last week, it seemed as if the Pontiff had decided to avoid major political or doctrinal controversy. Instead, on his 23rd foreign tour, the first papal visit ever to Canada, John Paul concentrated on his forte: warming the crowds who come to see him, then using the glow he inspires to stir reflection.

During the first week of his trip John Paul quickly turned characteristic Canadian reserve into enthusiasm, as he switched with ease from exhortative Pontiff to caring pastor. At an outdoor Mass for an estimated 250,000 worshippers at Quebec City's Laval University, the Pope urged a "missionary effort" to develop a "new culture that will integrate the modernity of America even while preserving its deep-seated humanity." At the shrine of Ste. Anne de Beauséjour on the banks of the St. Lawrence River, he greeted a crowd of more than 3,000 colorfully garbed Indians and Eskimos, using seven native languages ranging from Algonquin and Micmac to Mohawk and a passable Inuit (Eskimo) dialect. In the tiny Newfoundland community of Flatrock (pop. 869), John Paul blessed local codfishing boats from a seaside platform, then radioed, "Good fishing, safe passage and God's blessing" to the fishermen at sea.

As has long been his custom, the Pope had strong words to offer on secular issues. At Ste. Anne de Beauséjour, he declared that "every people should fashion its own economic and social development," tacit encouragement for activist native groups haggling with the Canadian government in Ottawa. At a wildly enthusiastic youth rally in Montreal's Olympic

Stadium, hundreds of dancers arrayed themselves before the Pope in the form of a dove. He urged the festive audience, "Have the courage to resist the dealers in deception who make you pay dearly for a moment of 'artificial paradise'—a whiff of smoke, a bout of drinking or drugs."

In the provincial capital of St. John's, the Pope issued a firm appeal for publicly funded religious education. (In Canada, that is a less inflammatory issue than in the U.S., since many provinces already fund some, if not all, Roman Catholic schools.) In Toronto, John Paul told a gathering of non-Catholic Christian church leaders that "the needs of the poor must take priority over the desires of the rich" and that ecumenical cooperation is needed to confront the moral implications of technological development.

Where the Pope exercised tact was in relation to the conservative moral and doctrinal stands that he favors and that

grate on many of Canada's 11 million Catholics. In Moncton, New Brunswick, at an outdoor Mass attended by 75,000, he mentioned only in passing "the right to life from the moment of conception." The Pope's views on clerical vocations for women were referred to, obliquely, in a Montreal homily praising the "manual labor" of newly beatified Marie-Leonie Paradis, founder of a religious order that provides domestic help to seminarians. But John Paul also countenanced the distribution of Communion wafers by women during one of his Masses, something never done on his previous trips abroad.

As he moved on this week to northern and western Canada, both the tone and the substance of John Paul's visit seemed well established. So was the electricity of his papal style. Father Jules Dion, a missionary who brought 35 Eskimo parishioners from a remote village to see John Paul, might have been speaking for all Canadians when he said, "The Pope's visit here gave me the idea of the universality of the church."

—By George Russell  
Reported by Jordan Bonfante and Marcia Gauger with the Pope

At a youth rally in Montreal's Olympic Stadium, dancers form a dove before the papal date



## Art

### Sacred Treasures of the Maoris

A rare exhibit of primitive carvings comes to the U.S.

It was the most unusual opening in the 114-year history of the Metropolitan Museum of Art. The ceremony began at the unaccustomed hour of 6:32 a.m. on the vast expanse of steps fronting New York City's most venerable art institution. There, five Maori women lifted their voices in unison with the rising sun and intoned the *karanga*, a ritual call of welcome. Instantly, a booming responsive chant was heard to echo from a block up Fifth Avenue, where a group of Maori tribesmen had gathered. Then up the steps they came: 90 Maori dignitaries, some with albatross feathers in their hair and tasseled white cloaks draped over their business suits. Leading the procession were two nearly naked warriors who stuck out their tongues and brandished their spears at evil spirits.

When the visitors from New Zealand reached the museum entrance, they touched noses, Maori-style, with their waiting American hosts. These included J. Richardson Dilworth, the Metropolitan's chairman, and officials of the American Federation of Arts, which organized the exhibit of Maori sculpture, and the Mobil Corp., which helped pay for it. The ceremony ended with a tour of the show by tribesmen, who paused and prayed before each major piece of sculpture and offered incantations.

The ritual was not a photo opportunity staged for the occasion. It was required, said Maori leaders, to lift the *tapu*, or religious restrictions, from the exhibit's 174 pieces, which the New Zealanders believe are imbued with the living spirits of their ancestors. After the Metropolitan show closes Jan. 6, Maori leaders will travel abroad once more to conduct *tapu*-lifting rites when the exhibit opens at the St. Louis Art Museum in February and the M.H. de Young Memorial Museum in San Francisco in July.



Warriors combat evil spirits at Metropolitan Museum



Male figure as the gateway of Pukeroa pa

Until the Metropolitan's epochal show, the religious art could be viewed only in widely scattered New Zealand museums that hold individual pieces in trust for their Maori owners. The decade-long effort by the museum's chairman of primitive art, Douglas Newton, to bring the work to the U.S. was conspicuously worthwhile. For Americans, a walk through the Metropolitan's exhibit is a voyage of discovery, as astonishing as the sight of Maori art must have been in 1769, when Captain James Cook's *Endeavour* first touched New Zealand's shore. When the ship's artist, Sydney Parkinson, went inland, he marveled at the Maoris' "particular taste for carving."

As Parkinson noted, the means used to carve were primitive, but the effect was wondrously sophisticated. What he failed to divine was the reason: carving has been regarded as a sacred occupation since A.D. 900, when the Maoris first sailed in their canoes from other Polynesian islands to the place they called "the land of the long white cloud." To create the *taonga whakairo*, or decorated treasures prized by the Maoris, a sculptor was expected to combine artistic skill with such qualities as leadership, courage, religious learning and generosity. So revered was the artist that he worked surrounded by student acolytes and apprentices, while women, who were regarded as inferior beings, were prohibited from watching him in the act of creation.

Besides decorating utilitarian objects of all kinds with the characteristic Maori spiral, the master sculptors devoted themselves to carving monumental male figures that represented their ancestors. These wooden sculptures, often colored in red ochre, topped the gables and lintels of Maori houses. Others served as posts in palisades or as rods holding up the ridge-poles of roofs. The most impressive figures straddled the narrow gateways leading to storage houses or fortified villages.

Even for the uninitiated viewer, the ancestral figures truly project the qualities the Maoris attribute to them: *ihi* (power),



Burial chest



Decorated fishhook



Stockade-post figure



Wooden hand chub



Canon AP 300

## Who says you won't kiss your typewriter?

You may think it unusual to give your typewriter a little reward. But that attitude is sure to change the moment you sit down at a Canon AP 300 Electronic Typewriter. For the AP 300 offers you more than a vast array of electronic features—it offers them to you in a most friendly manner.

Features like a 15-character display, automatic paper feed, correcting, centering, decimal tab, pitch control and a host of others all use modern electronics to create a typewriter so smart, it's actually...friendly.

Experience for yourself the joy of typing with the Canon AP 300 Electronic Typewriter. Who knows how you'll reward it at day's end?

Call 1-800-323-1717, Ext. 301.  
(In Illinois, call 1-800-942-8881, Ext. 301.)

Canon U.S.A., Inc., One Canon Plaza, Lake Success, NY 11042/140 Industrial Dr., Elmhurst, IL 60126/  
123 Paljarino Ave., East Costa Mesa, CA 90226/6380 Peachtree Industrial Blvd., Norcross, GA 30071/  
2035 Royal Lane, Suite 290, Dallas, TX 75229 © 1984 Canon U.S.A., Inc.

The conical configuration and attached plume of the Hersey's KISS are registered trademarks of the Hershey Foods Corp. and used with permission.

**Canon**  
So smart, it's friendly.



# HOW WE TAKE C THE BOTTOM LI

Why do employees at 73 of America's 100 largest companies carry the Blue Cross and Blue Shield card? Because we're doing more to hold down rising health care costs than any insurance company.

In one year, our cost-containment efforts saved our customers a healthy

5.9 billion dollars. And we're working closely with doctors and hospitals to cut costs even further.

Blue Cross and Blue Shield Plans have broadened benefits to cover out-of-hospital services. Other cost-containment programs encourage same-day surgery and pre-admission

# ARE OF NE.

diagnostic tests for patients having surgery, often avoiding the expense of added days in the hospital.

Nationally, Blue Cross and Blue Shield Plans return more in benefits than anyone else. In fact, we pay out 94¢ of every dollar

in the form of benefits to our subscribers. These are just some of the ways we can help take care of your bottom line.

And some of the reasons why we cover more people than our ten largest competitors combined.

CARRY  
THE CARING  
CARD.<sup>SM</sup>



Blue Cross.  
Blue Shield.





# AFFORDABLY HYATT.

When you come to Hyatt, you always take away one surprising fact. The fact is, we're just as affordable as other hotels. What's surprising is that we give you so much more.

We give you our remarkably attentive Hyatt service, including express check-out and turndown service. A generous amenities package with fine soaps, shampoo and other essentials. Our rooms are spacious and elegantly furnished. Our restaurants are more inventive. You'll also find our friendly Hyatt atmosphere an asset when it comes to entertaining clients, when you want to do business with style.

Whether the company is covering your expenses or you're covering your own, no one will give you more for less. An affordable touch of Hyatt.

Don't you **WISH  
YOU WERE  
HERE**™

## CHICAGO

*In Illinois Center overlooking Michigan Avenue and Lake Michigan.*

## DEARBORN

*Hyatt Regency is convenient to Detroit Airport, Ford World Headquarters.*

## FLINT


*An exciting Hyatt, the unique hotel in Central Michigan.*

## INDIANAPOLIS

*Hyatt is downtown across from the Indianapolis Convention Center, Hoosier Dome and State Capitol.*

## MINNEAPOLIS

*Hyatt is downtown on Nicollet Mall just 2 blocks from corporate business district.*

**HYATT  HOTELS**

*For reservations, call your travel planner or 800 228 9000. © 1984 Hyatt Hotels Corp.*

*wehi* (fear) and *wana* (authority). Often as grotesque as gargoyles, the heads are covered with the distinctive Maori designs used as tattoos. The slanty, abalone-shell eyes are as impenetrable as mirrors. Sometimes a broad-based tongue juts out in the Maori gesture of raging self-assertion. The broad, lumpy body may be scrunched down in the warrior's crouch, or, ready to spring, the fighter may hold a paddle-shaped club designed to strike a blow at an enemy's temple and then to lift off the top of his skull.

Dominating the show by its size (16 ft. 5½ in.) and superabundance of *ihi, wehi* and *wana* is the figure that once served as the gateway to Pukeroa *pa*, a fortified village. Though it is difficult to date most Maori sculpture precisely, this piece was made in the mid-19th century. Less fierce than similar gateway figures, the figure still casts a gaze threatening enough to intimidate any potential thief prowling through the Maori show.

Sadly, however, the proud masculine presence of the figure from Pukeroa *pa* has been diminished by the intervention of 19th century missionaries. The clerics wanted the genitalia removed from Maori sculptures. Many ancestral figures remained demonstrably unscathed, but others were particularly hard hit, like the celebrated Kahungunu, who was known throughout his tribe for the size of his sexual equipment. At the Metropolitan, he may be seen pointing proudly to the tip of his long-vanished penis.

**T**he most aggressive figures were carved on *waka tupapaku*, or wooden burial chests that Maori mourners upended in caves to scare off intruders. As cannily lit by the Metropolitan, the *waka tupapaku* from North Island glowers in the shadows with unearthly menace. But terror is not the only emotion the piece is intended to convey. The figure's stylized arms calmly repose upon its protuberant belly, as if to reassure the person whose bones are contained within.

The Maori master carvers did not always create objects of massive size or religious significance. They could show a unique touch with such humble household necessities as the fishhook. The curve of the shank was obtained by training a branch of a living tree. When the hook was to be used by a man of high rank, it was topped with a dainty head. The deadliest of the Maori weapons, the sharp-sided club used in hand-to-hand fighting, is of similarly graceful design. Both categories of artwork bear an eerie resemblance to the 3000 B.C. figurines from the Cycladic Islands in the Aegean.

Though Americans have reason to be grateful to the Maoris for entrusting their sacred treasures to the care of foreign museums, the tribesmen themselves take scarcely any credit for the marvels wrought by their artists over a thousand years. One traditional Maori poet declares, "The authority, the awe, the divine and the artistry, I inherited these gifts from my ancestors." —By Patricia Blake

## PILOT PRECISE ROLLING BALL PENS. NOW WE GIVE YOU A CHOICE.



If you love fine writing, now you can choose between two Precise Rolling Ball pens that write so fine yet flow so smoothly you'll wonder how we made it possible.

A tiny tungsten carbide ball held securely within a needle-like stainless steel collar is the secret. Because it is a ball, it writes smoother and will never squish down.

And that's why only

The Precise allows you to write beautifully in either fine point or extra fine point.

The price? It's even finer. Only \$1.19 each.

## PILOT PRECISE ROLLING BALL PENS. 2 OF THE FINER THINGS IN LIFE.

**PILOT**  
precise  
Rolling Ball

## Economy & Business



With the limited walkout under way, demonstrators outside an assembly plant in Linden, N.J., shout their defiance at a truck loaded with new cars

# Showdown at General Motors

*As the deadline for a new contract passes, the U.A.W. calls a selective strike*

**"A**s Yogi Berra says, 'It's never over 'til it's over,' and that's true of negotiations as well."

So said United Auto Workers President Owen Bieber early last Saturday morning, after the midnight deadline had passed for a new contract agreement between the U.A.W. and General Motors. The union had just announced that it was authorizing workers at 13 key GM facilities to go on strike, purportedly because of local grievances, while it continued bargaining for a new labor contract.

Soon after midnight, picket lines began forming at GM plants from California to New Jersey. "Grab a sign and get in line," shouted union organizers at workers as they poured out of the GM factory in Pontiac, Mich. The signs read: U.A.W. ON STRIKE FOR JOB SECURITY AND ONE DAY HEADLINES, THE NEXT DAY BREADLINES. At a Chevrolet plant in Van Nuys, Calif., most of the 4,045 U.A.W. members walked off the job, and the facility shut down. The company was forced to cancel two Saturday shifts at its Buick assembly plant in Flint, Mich.

During the contract negotiations that started in July, the union had demanded a series of wage hikes and added benefits, but the most important issue by far was job security. Thousands of autoworkers have been forced to leave the industry in the past three years, as more and more production was transferred abroad and

workers moved into plants in the U.S. Now the union was fighting to protect as many of its jobs as possible.

Even though 62,700 of the company's 350,000 workers were involved in the selective strike action, GM and the U.A.W. continued to bargain through the weekend at General Motors headquarters in Detroit. The company had originally offered a lump-sum payment of \$600 per worker in the first year of the contract and a \$300 one in the second, in addition to a rather vague plan to protect existing jobs. The union pushed for an improvement of both offers, and by late in the week the differences between the two sides were narrowing. Once an agreement is reached, however, it still must be put to a vote of union members. U.A.W. leaders bargained hard last week, while remembering that restless rank-and-file workers had accepted the last contract in 1982 by only a close 52%-to-48% vote.

Bieber's unprecedented selective strike directive gave the union the upper hand in the negotiations. The plants targeted by the U.A.W. produce some of the company's bestselling models, which account for nearly half of GM sales. The cars include the Oldsmobile Cutlass Ciera, Chevrolet Monte Carlo, Cadillac Fleetwood and Pontiac Fiero. In addition, walkouts at the 13 plants threatened to cause shortages at other GM factories. Without a settlement of the strike by the end of the

month, virtually all of GM's manufacturing facilities might be forced to close.

The union, however, has been facing a company in a powerful position. GM commands 59% of the American auto market (up from 46% in 1970); it is rapidly expanding abroad and diversifying into industries that include data processing and computer software. GM had been expected to earn nearly \$6 billion this year, although it could lose tens of millions of dollars in profits a week during even a selective strike. Moreover, the company seems determined to keep labor costs down and continue a modernization program that has so far cost some \$35 billion.

All last week many U.A.W. members were bristling for a showdown. Said Jim Zsigo, 37, a machine operator in the Chevrolet component plant at Parma, Ohio, a suburb of Cleveland: "We can't have them taking all the jobs to Mexico, and we can't have all our jobs replaced by robots. I can't really afford a strike, but I've been saving. I'm good for about eight weeks." Rick Herman, 39, a dyemaker in the Parma plant, was psychologically ready to walk out. Said he: "I'm looking forward to a strike. I've seen guys with 15 years' seniority out on the street or told to go to Texas or California or Toledo. The money you lose in the strike you never get back, but it's the principle. Labor has to take a stand once in a while."

As some of the posters carried by



pickets indicated, many GM employees are still angry about the huge bonuses that company executives gave themselves. GM Chairman Roger Smith last year got a bonus of \$865,490 on top of his salary of \$625,000. While the award might have been merited in view of the \$3.7 billion GM earned in 1983, it was a dreadful labor relations blunder. Workers, who had been enduring wage freezes for more than two years, were outraged. Robert Sidwell, 45, a machinist at the Chevrolet plant in Parma, still has neither forgotten nor forgiven. Said he last week: "One man doesn't deserve that much. I don't care if he's the Queen of Sheba."

Other workers, especially younger ones who have only recently returned from layoffs or who had large house payments to meet, were less anxious to walk the picket line. U.A.W. members could get just \$85 a week in strike benefits and are ineligible for government unemployment payments. The average weekly salary for union members is now \$506.80, and they can often earn much more with overtime. Al Manzie, 33, is a grinder at Chevrolet's gear-and-axle plant in Detroit. He has not had a raise in two years and has been laid off four times in the past 13 years. Says he: "I'm tired of being laid off. What good is having more money if you don't have a job?"

Scott Debruit, 34, a maintenance welder apprentice at the same plant, was temporarily let go from May 1981 to January 1984. He wants to keep on working and voted against the strike authorization. Said he: "I need to catch up. I'm still paying bills from times when I was laid off."

In showrooms around the U.S. last week, dealers were gloomy about the chance of losing their bestselling models and the prospect of a national walkout. "A strike puts a pall on the entire industry, not just GM," said Ronald Kelly, a Ford dealer in Stamford, Conn. After the tough years of the late 1970s and early 1980s, dealers once again face a sales slump. Those with low inventory are especially worried. Said Clara Benjamin, co-owner of Bay Chevrolet in Queens, N.Y.: "A strike is going to affect us very badly. We will be laying off help if this turns out to be a long one."

The partial shutdown at GM came at a very healthy time for the U.S. auto industry. For the first eight months of the year, car sales are up 24.1% over the same period in 1983, and trucks are up 36.5%. Before the strike hit, the industry was headed for its second-best year in history, with sales of 14.9 million cars and trucks.

The good times, however, mean additional bargaining chips for the U.A.W. Robust sales and a new industry drive to keep inventories low have resulted in a relatively small supply of unsold cars. Even though GM's assembly plants are

producing at close to capacity, the company's supply of cars is only 49 days, vs. a normal 60 days. Dealers are even worse off; many have only enough cars on hand for 31 days of normal sales.

Neither Ford nor Chrysler is in a position to earn windfall profits from GM's distress. Both companies also have low stocks of their popular models. Since both firms' assembly lines are operating at near capacity, they will not be able to increase production significantly to make up for the GM shutdown.

Japanese automakers are also unable to benefit from GM's woes, since their U.S. sales this year are limited to some 1.85 million vehicles under restrictions first negotiated in 1981. Said a Japanese automaker in Tokyo last week: "There is no room for us to take advantage of such a situation." Honda, the only Japanese company currently assembling cars in the U.S., expects to turn out 150,000 vehicles this year at a plant in Marysville, Ohio.

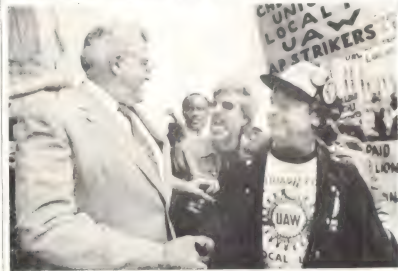
Any U.A.W. walkout would hurt the industrial states of the Rust Bowl. Despite attempts to diversify into new industries, Michigan, Ohio, Indiana and Missouri are still heavily dependent on the auto industry. Michigan factory towns like Pontiac and Flint, now enduring unemployment rates of 18.8% and 12.4%, respectively, could suffer an economic earthquake. Steel, rubber and glass producers could lose their biggest customer. GM, for example, buys about 10% of all the steel produced in the U.S. Sales in stores and restaurants are likely to slip when striking workers stay home, and tax revenues will slide.

Nonetheless, even if the union decides to expand its walkout, a GM strike is unlikely to repeat the damage done to the

U.S. economy by the 1970 shutdown, which helped trigger a temporary recession. The auto industry today simply does not enjoy the commanding position in the economy that it had 14 years ago. During the intervening years, banking, retailing and other service industries, plus the new high-tech fields of semiconductors and computers, have become more important, and foreign manufacturers now hold 23% of the U.S. market, vs. 15% in 1970. One American worker in six was employed by the auto industry either directly or indirectly in the 1960s. Today that figure is only about one in twelve.

The declining economic significance of the U.S. auto industry created the quandary that led the U.A.W. to call last week's strike. Japan can build small cars for \$1,500 to \$2,000 less than American producers, in part because the hourly wage and benefit costs of a Japanese autoworker total only about \$12. By contrast, the U.S. hourly cost is \$23. U.S. automakers have chosen two main solutions to meet the Japanese challenge: construction abroad and automation at home. By 1990 GM expects to be building 500,000 small cars overseas for import to the U.S. Ford is constructing a plant in Mexico with Japan's Mazda, and both Ford and Chrysler are holding talks with Korean manufacturers about building more cars there. A confidential GM study, obtained by the union earlier this year, showed that the company could cut its work force in the U.S. by as many as 100,000 over the next two years.

In addition, the automakers have been trying to increase efficiency and productivity by replacing blue-collar workers with steel-collar ones—robots. Over the past three years, the Big Three automakers have installed 3,000 robots to handle welding, painting and other tasks previously done by U.A.W. members. As company executives like to quip, those new



As the contract deadline neared, Union President Owen Bieber found support from his members. Soon after midnight, picket lines began forming at plants from California to New Jersey.

## Economy & Business

workers never take coffee breaks and always show up for work on Monday.

U.A.W. leaders realized that developments like the moves abroad could mean disaster for the union. Even after seeing its membership slide by 20% over the past five years, the union figures to lose 500,000 more industry jobs by 1989 if the auto companies, led by GM, go ahead with their plans. Union leaders, therefore, decided to aim their demands for job security first at GM.

Early last week, it looked as if the autoworkers would be successful in gaining some concessions. On Monday, Alfred Warren Jr., GM's chief negotiator, presented a 20-page proposal on job security that he called "one of the most far-reaching and most important offers we've ever made." The next day, Bieber agreed that the GM plan "has the potential to be a far-reaching document," though he conceded that "we still have a great deal of work to do." But further study by the union showed that the proposal barely acknowledged its demand for less production abroad, calling only for "discussions" on "sourcing decisions."

At noon on Thursday, the company put its second wage proposal on the table. It represented only a modest improvement over GM's earlier offer to replace annual 3% pay increases with lump-sum payments totaling \$900 during the first two years of the contract. The two sides then went into marathon sessions, but progress was slow. By late Friday night, Bieber saw that there was scant chance of reaching a final agreement by the midnight deadline.

The burly, 6-ft. 5-in. U.A.W. leader, who has faced the tough task of setting his mark on the union since he succeeded the popular and almost legendary Douglas Fraser last year, felt he had little choice but to authorize the selective shutdown.

The history of strikes at GM does not portend a short walkout. Past labor troubles have been long and rancorous. In 1945 U.A.W. President Walter Reuther led the autoworkers on a 113-day strike in an attempt to win a 33¢ an hour pay hike. Three months after the walkout began, Reuther was willing to accept an increase of 19.5¢, but GM offered only 18.5¢. As William Serrin recounts the story in *The Company and the Union*, the GM negotiator placed a cent on the bargaining table and said: "Walter, there it is, a penny. That's what this strike is all about. And you're not going to get it." Reuther never did. Thirty days later, he settled for 18.5¢.

It has become a truism of industrial relations that nobody wins a strike. But in this case the union could lose by winning. If it succeeds in protecting jobs by keeping production from going overseas, prices for U.S. models will probably rise at a greater rate, thus making American-built cars less competitive with imports. And if the union wins increases in wages and benefits, that will raise the costs of U.S. automakers and make it harder for them to stand up to the Japanese.

Union officials are aware of this. They contend that increasing productivity through capital improvements and a more skilled labor force will compensate

for the higher pay workers receive. In the long run, they hope to limit many auto imports with domestic-content legislation in Congress, which would require that all cars sold in this country contain a specified minimum percentage of U.S.-made parts. By opposing the movement of manufacturing functions to lower-wage countries, the union is fighting a rearguard action. It is the same battle that has already been lost by workers in the textile, toy, photographic, radio and television, shoe and other industries. The efforts of the autoworkers do not seem to have much greater chance of success.

Striking U.A.W. members in Linden, N.J., last week were proudly singing the union's anthem *Solidarity Forever*. The words, composed during the Depression:

*They have taken untold millions  
that they never toiled to earn,  
But without our brain and muscle  
not a single wheel can turn.*

*We can break their haughty  
power, gain our freedom when  
we learn*

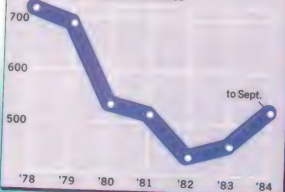
*That the union makes us strong.*

As it struggles against competition from Japan, the U.S. auto industry today has a lot less "haughty power" than ever before. Likewise, the U.A.W. has lost much of its strength. Both General Motors and its workers have no choice but to put aside outdated confrontation and achieve more management-labor cooperation if both are to prosper.

—By Alexander L. Taylor III,  
Reported by Don Wubush/Pontiac and Paul A.  
Wittman/Detroit

### ON THE JOB

Number of U.A.W. members working at Ford, Chrysler and GM, yearly averages in thousands



TIME Chart by Joe Lefkowitz

### THE TOP FIVE EARNERS AT GM

	Salary	Bonus	Total 1983 earnings
Roger B. Smith, chairman	\$625,000	\$865,490	<b>\$1,490,490</b>
F. James McDonald, president	550,000	779,970	<b>1,329,970</b>
Howard H. Kehrl, vice chairman	500,000	735,450	<b>1,235,450</b>
Reuben R. Jensen, executive v.p.	440,000	650,000	<b>1,090,000</b>
F. Alan Smith, executive v.p.	360,000	650,000	<b>1,010,000</b>

# "How to protect your money against the ravages of taxes and inflation."



Jesse Richards speaking for IDS/American Express.

When it comes to money, one thing is certain. It has a way of disappearing. After taxes and inflation, our dollars just don't go very far. In fact, many people can't afford to buy a home, send their kids to college, or retire comfortably.

But there are things you can do to make your money go further. The first thing is to take a cold, hard look at your finances. We recommend our free guide, *Financial Planning: How It Works for You*. It helps you nail down where your money is going. And shows you how to create a strategy to reach your goals.

#### THE BASICS OF MONEY MANAGEMENT

The guide discusses the basic types of investments every portfolio should include. Tells you the risks and advantages of each—and how to strike a balance, given your particular situation.

You'll learn to figure out how much to set aside as a "cushion" to cover immediate and emergency needs. How much to put in "fixed assets." And how much should be placed in "equity assets"—riskier investments with the potential for significant growth.

You'll also discover ways to hold on to some of those dollars that would ordinarily go straight to the IRS.

#### 90 YEARS OF PERSONAL SERVICE

IDS is one of the nation's oldest and largest financial planning companies, with 90 years of experience. And recently, we joined forces with American

Express, with 110 years of experience. Together, we offer you great stability and unparalleled financial experience.

In our view, the best investment you can make is to sit down with an IDS/American Express personal financial planner. A knowledgeable, courteous professional who'll work with you—one to one—and help you every step of the way.

Get started today. Send for your free 24-page guide, *Financial Planning: How It Works for You*.

Call toll free  
1-800-222-9700 Ext. 34  
or mail coupon today  
for free guide.



Mail to:

IDS/American Express Inc.  
IDS Tower, Suite 500  
Box 9464  
Minneapolis, MN 55440

Yes, please see that I receive your free 24-page guide, *Financial Planning: How It Works for You*. I understand there is no obligation on my part.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Phone No. (\_\_\_\_\_) \_\_\_\_\_

**IDS** INTERNATIONAL DIVERSIFIED SERVICES  
**PERSONAL FINANCIAL PLANNERS**

The best investment you'll ever make

83-02364-21101R

© IDS/American Express, Inc. 1984

# A CENTURY OF VISION

## PAUL CÉZANNE: THE WATERCOLORS

A Catalogue Raisonné  
John Rewald

Fifteen years in preparation, this definitive study by the outstanding scholar in the field forms "the first exquisite volume of what will prove the primary resource for scholars of modern art." —William Rubin  
With 779 illus., including 54 in color, slipcased, \$150.00



## FAIRFIELD PORTER

Contributions by John Ashbery,  
John Bernard Myers,  
Kenworth Moffett

Essays by three leading critics and superb reproductions highlight the first book devoted to the dean of American realist painters. This companion to the acclaimed retrospective exhibition is "a perfect book." —*Art & Auction* With 55 illus., including 30 in color, \$35.00  
*The Museum of Fine Arts, Boston*



## BALTHUS

Drawings and Watercolors  
Giovanni Carandente

An eye-opening look at the rarely published graphic work of the noted French painter, including a series of illustrations for *Wuthering Heights*, as well as theater designs, landscapes, still lifes, and hauntingly beautiful studies of young women. With 138 illus., including 27 in color, \$29.95



## THE MODERN DRAWING

One Hundred Works on Paper from  
The Museum of Modern Art  
John Elderfield

This first comprehensive survey of modern drawing reveals its enormous range and variety. Here is authoritative analysis of familiar works and seldom-seen masterpieces by artists from Van Gogh to Klee to Rauschenberg — reproduced in splendid full color. With 100 color illus., \$37.50  
*The Museum of Modern Art*



## REALIST DRAWINGS & WATERCOLORS

Contemporary American Works  
on Paper  
John Arthur

Now in paperback, a timely survey by a critic who is "shaping up as a Realist scribe par excellence" (Gerrit Henry). The author of *Richard Estes* now examines the graphic work of some fifty artists, "realists" as diverse as Neil Welliver, Chuck Close, and Don Nice. With 113 illus., including 24 in color, \$17.50 paper. (Also in cloth, \$35.00)



**NEW YORK  
GRAPHIC  
SOCIETY  
BOOKS/  
LITTLE,  
BROWN**

34 Beacon Street,  
Boston, Mass. 02106

Write for our free catalog

# Illinois, now you've got a long distance plan to call your own.

AT&T introduces Reach Out™ Illinois.  
A new way you can save on long distance calls.

"Reach Out" Illinois has people talking from Cairo to Chicago. It's AT&T's new long distance plan that can save you money when you call in-state. Now you can get more news, more fun and more laughter for your long distance dollar. And you'll get it with a plan that's made just for you. Best of all, our new plan comes with all the value you expect from AT&T.

"Reach Out" Illinois gives you two different ways to save. An hourly rate and a discount too. Together they can add up to some pretty comfortable savings when you use AT&T Long Distance within Illinois.

## Here's how it works.

All day Saturday, Sundays till 5pm, and every night from 11pm till 8am you can pay the same low price when you dial direct on AT&T Long Distance within the state. For a flat rate of just \$11.50 a month you get one hour of AT&T Long Distance. Additional hours cost just \$8.75. If you only use part of an additional hour, you'll pay only for the part you use.

Evenings you get another way to save. "Reach Out" Illinois gives you 15% off our evening discount rate Sunday through Friday from 5pm to 11pm. That's when our rates are lower to begin with. There's a one-time \$10.00 charge to join AT&T's "Reach Out"

Not yet available in all areas.

Illinois Plan. Then all you do is enjoy the opportunity to pay less for in-state calls with AT&T Long Distance.

For complete information and to order the "Reach Out" Illinois Plan, call

**1 800 551-3131, Extension 200.**

"Reach Out" Illinois. We think you'll agree it's something to call home about.

The best service and now a new plan that can help you save on long distance. That's AT&T.



**Reach out and touch someone.™**

**The more you hear the better we sound.™**



# Introducing LA™ brand from Anheuser-Busch.



All the taste of our  
regular beers...

with only  
half the alcohol.

LA delivers all the great taste and drinkability of a premium pilsner beer with only half the alcohol of our regular beers.

A special, natural brewing process along with the finest natural ingredients and slow, natural aging produces a beer with less alcohol, that tastes as good as a regular beer.

From the brim to the bottom of the glass.

For the way you live today, LA.



# The Recovery Rolls On

TIME's Board of Economists sees steady growth ahead

The U.S. economy is a bit like an Olympic bicycle racer rolling along with the breeze at his back. Once he builds up speed, not even powerful brakes can bring him to an abrupt stop. And so, after barreling ahead at an 8.8% annual growth rate during the first half of 1984, the economy will slow in the coming months, but it still has enough momentum to keep going at least through 1985. Even a national auto strike against GM would have only a limited and temporary impact, unless it lasted for many months.

That was the forecast of the TIME Board of Economists, which met last week to discuss the pre-election outlook. Said Board Member Alan Greenspan, who was chairman of the Council of Economic Advisers under President Ford: "There is no evidence that we are moving toward a recession in the foreseeable future." Nor do the economists expect any upsurge in either interest rates or inflation that could hurt Ronald Reagan's campaign. Said Charles Schultze, who was President Carter's chief economic adviser: "It's virtually inconceivable that anything could happen now that would have a significant impact on the election."

The economy showed several signs of vigor last week. The dollar set records against the French franc and Italian lira and was worth more than three West German marks for the first time since 1973. To foreign investors, said Walter Heller, who was President Kennedy's top economic adviser, "the U.S. is the safest and most profitable haven around for investment." Bond prices surged on the belief that the Federal Reserve Board is easing its monetary policy. Stocks also rallied. The Dow Jones industrial average jumped 30 points to finish the week at 1237.52.

Only a few months ago, there was growing concern that the economy might overheat and generate sharply higher interest rates and inflation. Brisk loan demand and the Federal Reserve's tight policy pushed the prime rate that banks charge business borrowers from 11% early in the year to 13% by summer. That increase in interest rates now seems to be helping slow the economy to a more moderate rate of expansion.

TIME's economists predict that

growth in the gross national product, after adjustment for inflation, will fall from 7.6% in the second quarter to 4% in the last three months of the year. In 1985 growth is expected to remain at a healthy 3.5% pace. As the economy slows, upward pressure on interest rates should ease considerably. The TIME board forecasts that

monster deficit. Government borrowing could eventually clash with the increasing loan demands of private business. If the Federal Reserve Board keeps to its stringent monetary policy, interest rates may climb. But if the Fed tries to hold down rates by expanding the money supply at a faster pace, inflation might speed up.

For the moment, said Heller, "inflation is under fine control." The Labor Department reported last week that wholesale prices dipped .1% in August, an indication that inflation at the retail level should remain subdued in the weeks

ahead. TIME's economists predict that consumer prices will rise 5% next year, just slightly more than the 4.1% increase projected for 1984.

One of the important forces holding down U.S. inflation is the strength of the dollar. The dollar's surge has lowered the prices that Americans pay for imports. At the same time, U.S. companies have had to keep their prices in line with foreign competitors. But if the dollar were to fall, import prices would rise. "The one cloud on the horizon is the threat that the dollar might decline and boost inflation," said Schultze. "But that cloud has been there for a long time. It hasn't rained yet, and it doesn't look as if it will for a while."

The dollar's climb has had a negative side. It has made U.S. exports more expensive and thus hurt American companies that sell products abroad. Because imports have grown so much faster than exports, the U.S. is expected to have a record \$130 billion trade deficit this year.

According to standard economic theory and the law of supply and demand, the growing U.S. trade deficit should be pushing down the value of the dollar. Reason: foreigners are accumulating more dollars from the sale of goods in the U.S. than they need to buy American products, which means that dollars should be worth less. Nonetheless, foreigners seem to have an unquenchable appetite for U.S. currency. They are not so much interested in buying American goods as they are in obtaining dollars to invest in U.S. bank accounts, Treasury securities and real estate. The net flow of foreign capital into the U.S. may reach \$100 billion this year. Observed Rimmer de Vries, chief international economist at Morgan Guaranty Trust: "For the first time, the value of the dollar is being determined not by trade, but by the movement of capital."

## BREEZING ALONG

Forecast by TIME's Board of Economists



TIME Chart by Joe Larson



the prime rate will rise no more than a percentage point, to 14%, between now and the end of 1985.

One issue continues to worry the economists: the mammoth federal budget deficit. It will total about \$175 billion in 1984, and the Congressional Budget Office predicts that it will reach \$263 billion by 1989. Warned Alice Rivlin, former director of the CBO and now a senior fellow at Washington's Brookings Institution: "I see no reason to be less worried about the deficit than we all were a few months ago. We shouldn't be overcome with the optimism of the short-run outlook." Unless Congress and the President confront this



PRESENTING  
**STERLING**

IT'S ONLY A CIGARETTE  
LIKE STEINWAY IS ONLY A PIANO.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

STEINWAY® is a trademark of Steinway & Sons,  
which does not make or license STERLING® Cigarettes.

12 mg. "tar", 1.0 mg. nicotine av. per cigarette by FTC method.



# LING

STEINWAY & SONS



Available in Regular  
and Menthol.



**“There is no evidence that we are moving toward a recession in the foreseeable future.”**

**—Alan Greenspan**

TIME's economists offered several reasons to explain why the U.S. has become such a powerful magnet for foreign investment. For one thing, interest rates on American bonds and bank accounts are among the highest in the world's major industrial countries. Moreover, the swift expansion of the U.S. economy has made American stocks and real estate look enticing. U.S. investments seem particularly attractive compared with opportunities in Western Europe, where the recovery is sluggish.

Greenspan contended that the free-market philosophy of the Reagan Administration is an effective drawing card for investment. In his view, many foreigners believe that the President has fostered a pro-business atmosphere in which corporations are relatively free from burdensome taxation and regulation. One reason for the dollar's recent ascent, suggested Greenspan, may be the expectation abroad that Reagan in a second term would continue these policies.

Board Member Lester Thurow, an economics professor at M.I.T. and a frequent adviser to Democrats, took a more critical view: "There may be something irrational about the rush to the dollar." He compared it to the tulip mania that swept Europe from 1634 to 1637. During this frenzy of speculation, investors bid up the price for a single rare tulip bulb to as high as \$5,000 and then lost fortunes when the value plunged. In much the same way, said Thurow, the dollar could fall as fast as it has risen.

TIME's economists agreed that the U.S. is growing dangerously dependent on foreign capital to help finance its budget deficit. If that extra money were not available, Government borrowing would absorb a higher percentage of American savings, thus making it harder for businesses to get loans. Interest rates would inevitably rise. Said Rivlin: "What's keep-

ing us from collision and crunch is the big inflow of funds from abroad."

Since the U.S. cannot count on that flow, it is vital that Congress and the White House attack the deficit. The TIME board criticized the Administration's contention that spending cuts and a continuation of rapid economic expansion can balance the budget. Said Rivlin: "The hope that we will grow out of this deficit is a vain one." The economists recommended raising taxes. Said Martin Feldstein, a Harvard economics professor who has rejoined the TIME board after serving two years as chairman of Reagan's Council of Economic Advisers: "It's only a question



**“Unless the deficit is reduced, interest costs on the national debt will just explode.”**

**—Martin Feldstein**

of whether we have higher taxes now or higher taxes later. Unless the deficit is reduced, interest costs on the national debt will just explode."

The economists do not favor a hike in personal income tax rates, which would discourage work, saving and investment and encourage the well-to-do to channel money into tax shelters. Instead, the board supported tax reform of the type proposed by two congressional Democrats: Senator Bill Bradley of New Jersey and Representative Richard Gephardt of Missouri. Their proposal would eliminate many loopholes and scale back deductions as a way of boosting the amount of

personal income subject to tax. Under the plan, tax rates would range from 14% to a maximum of 30%, which would be far lower than the current top level of 50%. Even so, the Government would collect the same amount of revenue as it does now. If rates were set from 18% to 34%, Congress could increase annual revenues by about \$80 billion and go a long way toward closing the deficit.

Rivlin feared that Congress would not raise taxes. Because interest rates seem to have leveled off, she said, the lawmakers may not feel under pressure to deal with the deficit. In addition, Rivlin asserted, "nothing has happened to indicate that the President will agree to cuts in defense spending or increased taxes." Feldstein, however, said he expected that Reagan in a second term would put forward a tax-reform proposal that would raise revenues.

What is needed, say TIME's economists, is a package that combines a tax hike, a partial rollback of planned defense expenditures and more cuts in social spending. So far, however, few Congressmen have been willing to call for spending reductions that would hurt voters. Greenspan maintained that serious budget cuts would never emerge from a public debate

on the floor in Congress. Said he: "Regrettably, the politicized atmosphere surrounding this problem makes it very difficult for open government to work."

Greenspan argued that a bipartisan group of political leaders must meet behind closed doors to forge a budget compromise. "The old smoke-filled room probably will have to be resurrected," he said, "even if it has a NO SMOKING sign in it." After the plan is set, Greenspan suggested, Congress should allow no amendments of significance and schedule a simple up-or-down vote. In that way, neither party could blame the opposition for any particular part of the bill. Such a strategy worked well in the case of last year's Social Security reform legislation, which was a closed-door deal drafted by a bipartisan commission headed by Greenspan.

The TIME board warned that action must be taken early in the next presidential term. If Congress waits until 1986, the economy might be slipping into a recession, which would make it even more difficult for the lawmakers to curb spending or boost taxes. The longer Congress and the White House hesitate to resolve the deficit dilemma, the more treacherous it becomes.

**—By Charles P. Alexander**



**“It's virtually inconceivable that anything could happen now that would have a significant impact on the election.”**

**—Charles Schultze**

Dear Seth: Corons.

Imagine sending an important letter printed on a dot matrix printer.

Impossible, I would have said before. Inexplicable, I say, now that I've bought your new dot matrix.

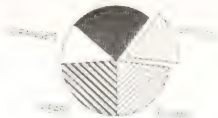
A dot that has two kinds of printout (graphics and text) for very little very practical. A beautiful fast dot (one that does everything I used to do).

I was going to call you to congratulate you on your invention (dot) but then I thought, and deeply, a letter would be more perfect.

Thank you.

Rob Rosenfeld  
c/o Chairman  
Rosenfeld, Rosowitz & Lasker

PEACHES



## At last, dot plus dash for very little cash.

The dot matrix printer with superb letter quality plus high-speed graphics. For under \$800.



Besides all the super high-speed graphics you expect, what else can you do with the Smith-Corona dual-interface D-200 dot matrix printer? You can print at a speed of 120 CPS (that's dash), with 80 characters per line. And you can write with quality. You can even use computer paper or letterhead with a removable tractor feed, which comes as standard equipment.

You can italicize to make a point. Emphasize to point out a good idea. Emphasize and italicize to make a point about a good idea. Enlarge if it's a big idea. Then subscript or superscript to make it all add up.

It's easy to see why so many people think a Smith-Corona printer is the one and only dot.



**SMITH  
CORONA**

# "HOW MCI MAIL HELPED ME BREAK 5 BAD BUSINESS HABITS!"



"The pace of business today is incredible. What was routine procedure yesterday, can be a bad business habit today. MCI Mail™ brought us up to speed by allowing us to send letters and documents all over the U.S. *instantly*. All we needed was a communicating terminal, like a personal computer or word processor, to send instant mail to anyone on the MCI system. And for just \$1.00! And we can even send mail to people without equipment.

**"Hooked on Couriers.**

We were addicted to overnight couriers — at \$12.50 for each overnight letter! By using MCI Mail for overnight delivery at only \$6.00\* for a laser printed letter, we've cut our courier bill in half.

**"The High Speed Trap.**

Sometimes overnight wasn't fast enough and we'd spend a fortune on same-day delivery. MCI Mail can deliver letters, sales figures — any text — in four hours for just \$25.00\* to many major cities.

**"Playing Telephone Tag.**

You know how it is. You call, they call, you call back, but you never talk. Now, we simply send an MCI message, and it's waiting to be read at the first available moment. We can even get confirmation that it's been read.

**"Our Mass Mailings Had No Image.**

Computerized mailings all look alike. But with MCI Mail our letters are delivered on high quality bond, with our own letterhead — even *signatures* — and in attention grabbing orange envelopes. We just send the letter and the address list to MCI, and they handle the rest.

**"Wasted Time and Money.**

The convenience of MCI Mail not only saves us time, it also saves us megabucks in stationery, postage and labor. And to think, we kicked all these bad habits *instantly* by just calling 800-MCI-2255."

**MCI Mail**  
**NOTHING'S FASTER**  
**THAN NOW.**  
**800-MCI-2255**

In Washington, D.C., call 833-8484.  
in Hawaii, 545-2000.

\*MCI Mail is a registered trademark of MCI Telecommunications Corporation. MCI Mail is a service mark of MCI Telecommunications Corporation. © 1992 MCI Telecommunications Corporation. All rights reserved. MCI Mail is a service mark of MCI Telecommunications Corporation. MCI Mail is a service mark of MCI Telecommunications Corporation.



# JUSTICE FOR ~~ALL~~

AAANY.  
SOME.  
A FEW

Our civil justice system is in serious trouble.

If total litigation cost exceeds the amount of money received by a plaintiff, something is very wrong. If an injury most people think of as minor brings a higher award than a fatal accident, nothing makes sense. If a simple lawsuit takes years to resolve, everybody loses.

Chief Justice Warren E. Burger has noted, "...there has been a slowly—all too slowly—developing awareness that the traditional litigation process has become too cumbersome, too expensive, and also burdened by many other disadvantages."

Can anything be done? We think it can.

We are the Insurance Information Institute, action and information center for the property and casualty insurance industry.

Our member companies are vitally involved in the issue of civil justice. Their efforts to keep their customers' insurance prices down are hindered by high legal costs and unpredictable court awards.

## What the public wants.

We've sponsored a Gallup survey to determine how people feel about civil justice today.

The results show that the public believes considerable delays occur in bringing cases to trial. They think that judges, not juries, should set awards in civil lawsuits. And they oppose punitive damages beyond full compensation for a loss.

## Taking positive steps.

To do something about these problems, our industry has joined with others to create coalitions of concerned citizens—including executives, lawyers,

manufacturers, and health care professionals. Working together, they are developing new solutions to the civil justice crisis. In state after state, their ideas are being translated into action.

The ideals of civil justice will be served far better by courts that move more quickly, cost taxpayers less, and decide awards on a more consistent basis.

It's in the interests of everyone.

Our new report, *The Civil Justice Crisis*, examines reforms now being proposed. It tells how you can get involved. We'd like you to have a copy free of charge.



Insurance Information Institute  
110 William Street  
New York, NY 10038

Please send me a free copy of  
*The Civil Justice Crisis*

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_



Insurance Information Institute  
A nonprofit action and information center



It loads quickly,  
runs smoothly and  
prints beautifully.

So does the copier.

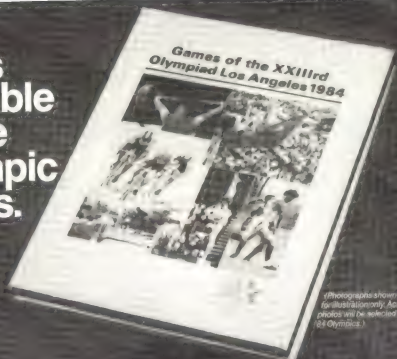
Today's ultra-efficient copiers need ultra-efficient copier paper to match. Hammermill makes copier paper for even the most advanced copiers—and we test it 38 ways to make sure it's right. So if your copier is extremely demanding (and maybe your budget too)—be sure to demand Hammermill. After all, your copier paper should be every bit as good as your copier.



**Hammermill Copier Papers**

Call 800-621-5199 (in Illinois, 800-972-5855) for free samples and the name of the nearest Hammermill supplier.

# Be as memorable as the '84 Olympic Games.



(Photographs shown are for illustration only. Actual photos will be selected from 28 Olympiads.)

## Give The Commemorative Book of the Games of the XXIIIrd Olympiad Los Angeles 1984.

### The Perfect Business Gift.

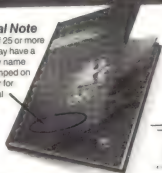
The Games of the XXIIIrd Olympiad at Los Angeles are truly a once in a lifetime special occasion in this country. To commemorate the event, International Sport Publications has been authorized to publish this collector-quality 288 page hardbound book that chronicles the results of every Olympic event in photographs and story. They are offering it now as an excellent executive gift idea for your most treasured business accounts.

Featuring approximately 250 color photos from the Games, this commemorative edition will contain the work of an international team of journalists and photographers as well as a foreword by George Plimpton. Your name can be there too via the handsome gold sticker included with each book purchased.



### Special Note

Orders of 25 or more books may have a company name gold stamped on the cover for a nominal charge.



### INTERNATIONAL SPORT PUBLICATIONS

The Official Commemorative Book Licensee of the 1984 Olympics



CREDIT CARD PURASERS MAY ORDER TOLL FREE 1-800-538-8157 EXT. 82540 IN CALIFORNIA 1-800-872-3470 EXT. 82540

### Everyone Wins...It's Tax Deductible Too.

A special pre-publication price of \$34.95 saves you \$10.00 over the suggested retail. And, in addition to the rewards of giving a gift of this caliber, you should know that \$25 of the purchase price is allowed as a business gift tax deduction.

But you must act fast. All orders processed by October 15, 1984 are guaranteed for delivery in time for Christmas. Orders taken after then will be shipped at the pre-publication offer only while the supply lasts and cannot be guaranteed for delivery in 1984. All orders will be refunded when the edition is sold out. Get in the Olympic spirit... reserve your books today.

### Money Back Guarantee

International Sport Publications is the Official Commemorative Book publisher licensed by the Los Angeles Olympic Organizing Committee (LAOOC). ISP guarantees your purchase and delivery as well as your complete satisfaction or your money will be refunded.

For Order Forms, please write: ISP Olympic Book Sales, P.O. Box 8170 Dept. 40, Newport Beach, CA 92658

\*\*\*\*\*

### Reserve your Books with this Order Form

Publication date: November 1984  
 Mail to: ISP Olympic Book Sales  
 P.O. Box 8170, Dept. 40  
 Newport Beach, CA 92658

### SPECIAL PRE-PUBLICATION PRICE QUANTITY DISCOUNT CHART

QUANTITY PER ORDER	BOOK PRICE	PRICE EACH INCLUDING SHIPPING
1-4	\$34.95	\$37.99
5-9	32.95	35.99
10-24	30.95	33.45
25-OVER	29.50	31.00

Please reserve \_\_\_\_\_ book(s) at \$\_\_\_\_\_ each (including shipping) for total of \$\_\_\_\_\_

Optional Logo\* on \_\_\_\_\_ book(s) at \$6.25 each plus \$50.00 setup \$\_\_\_\_\_

(\*Include good quality black & white proof of logo with order)

(California residents only, add 6% sales tax) Total Due \$\_\_\_\_\_

Our check payable to ISP Olympic Book Sales is enclosed

Charge my  VISA  Mastercard

ACCOUNT # \_\_\_\_\_

CREDIT CARD SIGNATURE \_\_\_\_\_

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

\*\*\*\*\*

# The CIT network of specialists gives you more ways to get launched.



## From buying a 26,000-ton ship to selling a 26-foot RV.

Our equipment financing specialists help companies buy or lease capital items, such as oceangoing vessels, on the most cost-effective basis.

And another group of CIT specialists offers creative financing plans that help dealers sell more recreational vehicles and manufactured housing.

These are just two of the ways our network of specialists can bring important advantages to your financing.

CIT experts can also help improve your company's cash flow; make an acquisition; put your children through college; finance new, more effi-

cient equipment; expand your markets; generate cash from home equity; negotiate international sales; discover important new sources of growth capital.

Because our nationwide CIT network of specialists is now backed by the 71 billion dollar assets of Manufacturers Hanover, we offer you the best of both worlds: an even greater range of innovative, custom-designed and flexible financing, combined with the financial resources and operational capabilities of a world-class bank.

Wherever you are, whatever you're financing, it's easy to make the right connection in the CIT network. Call toll-free, day or night: 800-248-6500.



## The Network of Specialists

CIT Corporation: on-site purchasing, equipment financing and leasing • CIT Financial Services: home equity loans and mobile home financing • CIT Corporate Finance: customized financing for retailers • CIT Commercial Finance: receivables and inventory loans, acquisition financing • Meinhard-Commercial Corporation: factoring • William Iselin & Company: factoring • CIT International Sales Corporation: export trading • The Tuition Plan: education loans • © CIT Financial Corporation 1984



## Business Notes

### OLYMPICS

## The Final Victor



Peter Ueberroth

American athletes struck gold at the Summer Olympics, but the real winner was the Los Angeles Olympic Organizing Committee, which put together the Games. The L.A.O.O.C. last week proudly announced that stronger than expected ticket sales had helped produce a \$150 million surplus, ten times the \$15 million profit forecast last fall even before a Soviet-led boycott threatened the success of the Games. Quipped Committee President Peter Ueberroth: "We only missed by a zero."

Near capacity crowds throughout the two-week Games were matched by record television audiences: as a result, ABC paid the full \$225 million agreed upon for U.S. broadcast rights. Corporate sponsorship and licensing fees yielded an additional \$121 million.

The main beneficiaries of the Olympic windfall will be U.S. amateur sports federations and the new Amateur Athletic Foundation established by the L.A.O.O.C., which will get \$125 million. A contingency fund of \$25 million will pay late bills, and anything left over may go to sports organizations in Third World countries. In keeping with the spirit of the private enterprise Games, 6,500 L.A.O.O.C. employees have received bonuses averaging \$1,100.

### DEFENSE CONTRACTS

## Cracking Down on Shoddy Work

When electrical problems delayed the launching of the space shuttle *Discovery* last June, NASA blamed a faulty microchip supplied by Texas Instruments. Now the Pentagon is trying to determine whether defective microcircuits from T.I. are also embedded in the computer systems of many of its high-tech weapons. Defense officials last week embargoed deliveries of military equipment containing the suspect chips and disclosed the "possibility of a criminal investigation" into how T.I.'s chips were tested.

Pentagon officials believe improper testing at T.I. may have allowed substandard circuits to be shipped to as many as 80 defense contractors. One of them, IBM, estimates it has taken delivery of 15 million "potentially suspect" chips from T.I. over the past eight years.

T.I. rejects the notion that U.S. weapons have been compromised by their chips. "There is no evidence of any systems performance or reliability problem," insists one company official. "It's simply a question of testing procedures." Sample testing by the Defense Department so far has revealed no defective microcircuits.

### AVIATION

## Europe's Airliners Raid the U.S.

For the past 25 years, Boeing of Seattle, Wash., and McDonnell Douglas of St. Louis, Mo., have had a virtual monopoly on sales of passenger jets to U.S. airlines. Last week the American companies sustained a damaging air raid: Airbus Industrie, the European consortium of French, British, West German and Spanish plane builders, announced a \$1 billion deal to deliver 28 of its new jets to Pan Am, a longtime Boeing customer. The European aviation industry exulted over the agreement, dubbing it the contract of the century.

Twelve of the planes ordered by Pan Am are wide-body Airbus A310s, which rival Boeing's new fuel-efficient 767s. The oth-

er 16 jets are Airbus A320s, the 150-passenger competitors to Boeing's updated 737s. In addition, Pan Am will immediately begin leasing 16 Airbus planes from the manufacturer to use until it takes delivery on its own aircraft starting in 1987.

Airbus has struggled since 1971 to win business in the American market, which represents 50% of the world demand for airliners. The European group captured the Pan Am business by making an offer the airline could not refuse. The equivalent planes from Boeing would have cost Pan Am roughly the same, but experts believe that Airbus sweetened the deal with irresistible financing and leasing terms.



A model of the Airbus A320

### REGULATIONS

## Flying at Prime Time

After eight days of negotiations within earshot of Washington's busy National Airport, airline company officials last week adopted a plan to ease traffic at the six most heavily congested U.S. airports. The carriers agreed to shift an estimated 1,000 flights out of crowded, peak-period slots at major airports in New York, Chicago, Atlanta and Denver.

Transportation Secretary Elizabeth Dole boasted that the new schedules, to take effect by Nov. 1, "will mean fewer delays for air travelers by assuring that fewer planes compete for the same gates and runways at the same time." Others are less optimistic. According to the Federal Aviation Administration, almost two-thirds of airline delays this year have been due not to overscheduling but to bad weather and technical problems. A shortage of air traffic controllers has also contributed to delays.

The new accord will ease airport congestion in the short run. But aviation experts maintain that problems will persist until the U.S. air traffic system acquires more air controllers, builds more runways, improves computer facilities and develops a better mechanism for deciding who gets to fly at prime time.

### MOVIES

## Musical Chairs in Hollywood

In a fast-action sequence worthy of Indiana Jones, Paramount and 20th Century-Fox last week played switcheroo with top executives. Paramount chairman Barry Diller, 42, the man responsible for the studio's long string of recent successes (*Indiana Jones and the Temple of Doom*, *Raiders of the Lost Ark*, *Terms of Endearment*, *Flashdance*), is becoming chairman of 20th Century-Fox. He replaces Alan Hirschfeld, 47, who will stay on as a consultant. Marvin Davis, half owner of Fox, wooed Diller by giving him part ownership of the film studio, along with salary and bonuses that will doubtlessly exceed the \$2.5 million he earned at Paramount.

Gulf & Western replaced Diller with Frank Mancuso, 51, Paramount's marketing chief. Michael Eisner, 42, Diller's former second in command, quit his post, apparently because Mancuso got the job he wanted. There were rumors that Diller would bring Eisner to Fox, which needs an infusion of fresh ideas. Fox has had only one big hit this year, *Romancing the Stone*, and a string of flops, including *Rhinestone*, *Unfaithfully Yours* and *Sixpack*.



Barry Diller

## A Theory Goes on Trial

In Atlanta, a controversial scientist cries libel and wins \$1

In the confrontations of the courtroom, specific points of law sometimes are no more than the fulcrum on which opposing ideas of a broader kind tilt back and forth. In the 1925 Scopes "monkey trial," for example, the legal question was whether a Tennessee science teacher had broken the law with biology lessons that contradicted the Bible, but the case is best remembered as a contest over the validity of evolutionary theory. Last week in an Atlanta federal courtroom, the legal issue was libel, but the larger matter was again scientific: the much disputed assertion of Physicist William Shockley that, on the whole, blacks are genetically inferior in intelligence to whites.

Shockley, 74, who shared the 1956 Nobel Prize for Physics for his work on the transistor, was bringing a \$1.25 million suit against the publisher of the Atlanta *Constitution* and its former health and science writer, Roger Witherspoon. In a 1980 article Witherspoon reported on Shockley's "voluntary sterilization bonus plan," a proposal for financial incentives to make sterility an attractive choice to persons with low IQs or with such genetically transmitted disorders as hemophilia and sickle-cell anemia. Witherspoon, who is black, observed that "the Shockley program was tried out in Germany during World War II." That comparison, said Shockley on the stand, was a "damnable, evil lie."

In a 455-page deposition, Shockley laid out the beliefs he began formulating in the mid-1960s, while still an engineering professor at Stanford University. At the base of his notion of "dysgenics" is his view that declining intelligence is caused by overbreeding among the "genetically disadvantaged," a category in which he includes most blacks. While holding that many individual blacks are "superior" to individual whites, he claims that because of heredity blacks as a group suffer "intellectual and social deficits," including lower scores on IQ tests. Enlightened society should intervene in the gene pool, Shockley says, and he proposes payments to non-taxpayers of child-bearing age with an IQ under 100 who agree to be sterilized—\$1,000 for each test point below the magic number. While he insists that he is not a racist, at the trial he acknowledged subscribing to a white-supremacist publication, the *Thunderbolt*, which has praised his theories.

Unsparring in the application of his views, Shockley has described his three children as "a significant regression" (though one has a physics Ph.D. and

\*A freelancer since leaving the *Constitution* in 1982, Witherspoon is also a stringer for TIME.



Plaintiff Shockley: a "damnable, evil lie"



Defendant Witherspoon: a rhetorical device

The question for both was credibility.

another graduated from Radcliffe). The fault of his less intelligent first wife, he suggests. His own genes he holds to be made of sterner stuff; four years ago, at 70, he announced that he had made donations to a sperm bank established to spawn the offspring of Nobel-prizewinning men and highly intelligent women.

Shockley has no degree in genetics; his theories have been pronounced scientific malarkey by most experts in the field. During the eight-day trial, the liveliest testimony bypassed the hair splitting of libel law to address the soundness of Shockley's racial speculations. It is entirely relevant to the case, said Defense Lawyer Albert Norman, "that Shockley may be

seen as something of a crackpot." Defense Witness Oscar Kempthorne, an Iowa State University specialist in statistical aspects of genetics, contended that Shockley is considered "nearly incompetent" as a geneticist and attributed his theories linking race with intelligence to a misreading of IQ statistics. Princeton Anthropologist Ashley Montagu ridiculed Shockley's belief that heredity alone determines intelligence: "Had Mozart been born to a blacksmith, there would never have been a Mozart—just a blacksmith named Mozart." As for the Nazi Germany comparison, defense attorneys called it a rhetorical device. And Barry Mehler, a University of Illinois specialist in the history of eugenics, argued that it was fair. Both the Hitler and Shockley plans, he said, aim at a "program funded and organized by people of superior intelligence to control the breeding of people of inferior intelligence."

Murray Silver, Shockley's fire-breathing Atlanta lawyer, acknowledged his own disagreement with his client's theories but insisted that Shockley's views were irrelevant to the case. He charged the defense with trying to divert attention from the essential point, that the *Constitution* printed Witherspoon's contention with malice: "They knew it was false when they published it." Although Silver introduced testimony from Arthur Jensen, the Berkeley educational psychologist prominent for some beliefs on IQ similar to Shockley's, his main strategy was to tear away at Witherspoon's credibility and professionalism. Silver used witnesses like Pulitzer-Prizewinning Reporter Clark Mollenhoff, now a professor of journalism and law at Washington and Lee University, who called the article a whole mishmash of false information.

Silver also singled out a 1979 *Constitution* column in which Witherspoon falsely claimed that a cerebral palsy victim named Arnold participated in an Atlanta running competition. "I wrote it that way to prove a point," was Witherspoon's somewhat weak defense on the stand. "I assumed everybody knew he wasn't there." Hammering away at the reporter's reliability, Silver told the courtroom, "Accusations of criminal activity, even in the form of expressions of opinion, are not constitutionally protected." Witherspoon, he said, had "charged Shockley with crimes against humanity."

After just 3½ hours of deliberation, the six-member jury—five whites and one black—returned with a remarkable, evenhanded decision. The verdict: Shockley had been libeled. The damage to his reputation: \$1. Said Shockley, who had asked for a "conspicuous" penalty: "This will encourage the press to take equal freedom in libeling others." He is considering an appeal. —By Richard Lacy, Reported by B. Russell Leavitt/Atlanta

# It really pays you to get a Lennox Pulse gas furnace.



← You get about 55¢ to 65¢ worth of heat for every fuel dollar with a conventional standing pilot gas furnace.

← The super-efficient Lennox Pulse delivers 93¢ to 97¢ worth of heat per fuel dollar.

**Take it from Dave Lennox:** Independent consumer reports continue to rate the Lennox Pulse™ furnace as a top recommendation for heating efficiency.

While standard furnaces send much of their heat up the flue, the Pulse sends most of its heat into your home. Depending on the model, the Lennox Pulse can save you 30% to 43% in energy consumption.

Of course the Pulse costs more than less efficient furnaces, but thanks to its dramatic energy savings, it doesn't take the Pulse long to make up the price difference.

After that, your savings keep growing. In fact, the Pulse furnace may give you a better return on investment than

money markets or CDs.

The super-efficient Lennox Pulse makes natural gas—always the best way to heat your home—an even better value. The Pulse uses an advanced new technology—a process that ignites tiny quantities of gas 60-70 times per second! Complete combustion occurs with each "pulse" ignition, delivering almost waste-free heat. And the Pulse is so reliable, the heat exchanger assembly is backed by a 20-year limited warranty.

Thousands of homeowners are enjoying big fuel savings with the Lennox Pulse. If you, too, would like to keep your heating costs down, talk to your independent Lennox dealer today. Or send the coupon for more information.

Sure, Dave. I want to cut my fuel consumption. Please send me information on your Lennox Pulse Gas Furnace.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

COUNTY \_\_\_\_\_

STATE \_\_\_\_\_

ZIP \_\_\_\_\_

PHONE (\_\_\_\_\_) \_\_\_\_\_  
Area Code

**LENNOX**  
HEATING • A/C • LIGHTING



More people come home to the warmth and comfort of natural gas. America's Number One energy value.

Mail this coupon to Lennox Industries, Dept. 302, PO. Box 809000, Dallas, Texas 75380-9000.

©1984 American Gas Association

## Gas gives you more for your money.

## New Boys for the Old Game

*Young stars are changing big-league baseball*

Future historians of baseball will doubtless list 1984 as the year of the peasants' revolt. Lowly teams are suddenly lofty. The traditionally inept New York Mets made a run at the National League's Eastern Division title only to be eclipsed by an even more dedicated loser, the Chicago Cubs. Last year's four playoff teams are out of the running, collectively playing 500 ball. The strongest teams this year are the Detroit Tigers (one pennant since 1945) and the Cubs (no pennants since 1945). And the other two division leaders are the San Diego Padres and Minnesota Twins, who together have perpetrated one league title in 50 years.

This reshuffling of the standings and the likelihood of an all-doormat World Series have in part been the work of a new group of young superstars, most of them known twelve months ago only to relatives. For the first time in years a fairly sophisticated fan can scan the list of league leaders and not recognize most of the names. What is a Bob Brenly? (Answer: a 303-hitting San Francisco Giants catcher.) Or a Mark Langston? (Answer: the Seattle lefthander who leads the American League in strikeouts.)

Now the truth can be told. The cohort of major leaguers currently in their prime, roughly ages 25 to 35, have been a subpar lot, and a better crop is beginning to move in. The 25ers to 35ers, for instance, have not produced a single starting pitcher who is a sure Hall of Famer, though Ron Guidry and Bert Blyleven may eventually make it. (The 35ers to 45ers have at least ten who cannot miss at Cooperstown.) The new group has yielded three true phenoms this year alone: the Mets'

Dwight Gooden, Orel Hershiser of the Los Angeles Dodgers and Roger Clemens of the Boston Red Sox. Unlike Sandy Koufax and Nolan Ryan, who took years to find the plate, all three already know how to throw strikes.

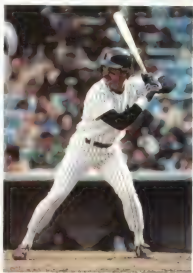
The best of the litter is Gooden, 19, the youngest player in the majors. "He's the kind of pitcher who comes along only once every 25 years," says his teammate Keith Hernandez. Gooden probably clinched Rookie of the Year honors by throwing two shutouts in his past two starts, a one-hitter and a five-hitter. In that second shutout, the young right-hander broke the alltime rookie strikeout record of 245 set in 1955 by Cleveland's



Gooden: once every 25 years

Herb Score. In addition to an amazing fastball, Gooden has a big-league curve and uncanny poise for a teen-ager. The only things he has been unable to do so far: hold runners on and win in the sunshine. Gooden is particularly devastating at night, when batters are a fraction of a second slower in picking up the ball. He is 16 and 3 at night and 0 and 5 in day games, though several of those losses were early in the season, when the rookie was still struggling to get on track.

Three of the season's most dominant players off the mound are also new-found talents. Tony Gwynn, 24, the National League's leading batter at .351, uses one of the smallest bats in baseball and may be the best pure hitter to arrive in the majors since Rod Carew. As a youngster growing up in Long Beach, Calif., he and his two brothers played ball for hours every day,



Mattingly: a hitter for all fields

using wiffle balls and their own invention, "sox balls," formed by wrapping rubber bands around an old sweat sock. "They were little things," he says, "about the size of a golf ball. I figured if I could hit a sox ball, a baseball was nothing."

Gwynn starred in basketball at San Diego State and was drafted for the pros by the San Diego Clippers. But he turned to baseball because "at 5 ft. 11 in., I would be used and abused in the N.B.A." He attributes his stocky, unathletic build to a lifetime as "a real junk-food junkie." He looks as if McDonald's golden arches had settled around his hips, though he has been trying to go straight on a diet of chicken, fish, fruit and vegetables. His theories of hitting are of considerably less interest than the hitting itself. "I don't think much up there," he says. "The times when I get in trouble is when I start thinking 'Is this guy going to throw me a fastball or a change?' I try to make my mind as blank as possible."

Don Mattingly, currently jousting with New York Yankees Teammate Dave Winfield for the American League batting title, began the year as a utility man and got his playing time only because George Steinbrenner bullied Manager Yogi Berra into using him. He is a solid and powerful line-drive batter who hits to all fields. "He doesn't seem to have any holes as a hitter," says Detroit Manager Sparky Anderson. "He's one of the most impressive hitters I've seen in a long time, and he plays first base as well as anybody." At 23, Mattingly may end the year as the youngest player to hit over .350 since Stan Musial in 1943.

And then there is the new star whom many consider the best all-around player in the game. Ryne Sandberg, 25 this week, is the first all-world Cub since Ernie Banks. He hits for average (.315) and pow-



Gwynn: small bat, wide body, big average

# Somebody has to be better than everybody else.

It's inevitable.

Somebody is always more determined. Works harder. And winds up on top.

Take Dysan, for instance.

We were the ones who helped develop the first 5¼" flexible diskette.

And while everybody else was trying to figure out how to make them, we were busy making them better.

With superior materials. A special lubricant and jacket liner that extend diskette life.

Unique manufacturing techniques. Like our burnishing process that helps eliminate read/write errors.

And an almost fanatical corporate commitment to quality.

What does all this mean to you?

Every Dysan diskette you buy will record and retain all your data all the time. For as long as you own the diskette and treat it right.

Dysan.

We're not just like everybody else.

Dysan 5¼" and 8" flexible diskettes are available at your computer products dealer.

Call toll free for the name of the Dysan dealer nearest you. (800) 551-9000.

Dysan Corporation, 5201 Patrick Henry Drive, P.O. Box 58053, Santa Clara, CA 95050, (408) 988-3472.

## *Dysan*



# THE BUSINESS CLASS ARE EARLY RISERS.



Bill Baker proves that if at first you don't succeed, you simply haven't found the right line of work. After brief tries at a steel mill and a bank, Bill began looking for another way to make it.

Then one day in 1977 it dawned on him that most people weren't buying personal computers because there wasn't any easy-to-use software.

His answer: a series of programs that anyone could use. And did. EasyWriter, the flagship of his series, was manufactured and shipped from Bill's own apartment.

Last year, at age 27, Bill sold his first company for \$10 million and then moved on to Island Graphics Corporation. His goal: to bring mainframe computer graphics power to personal computer users.

Bill Baker is a member of the Business Class. And he considers FORTUNE required reading.

What we do best for Bill is uncover the thinking behind other people's decisions. "I like to study strategies and personal philosophies because they help me shape my own. FORTUNE lays it out so I can see what somebody did right or where they went wrong."

That's why Bill likes our Corporate Performance and Profile sections. "If there's something I need to know, I can get information from FORTUNE quickly."

For a man eager to show how computers can make the world a simpler place, FORTUNE repeatedly finds important news and turns it into quality information.

We make the effort the Business Class requires.

REQUIRED READING FOR THE BUSINESS CLASS.

**FORTUNE**



気配り

Attentiveness. It begins the moment you are welcomed into the spacious JAL Executive Class cabin with a glass of champagne. You notice it in the details. The comfort-ensuring design of the roomy seating. The elegant presentation of your choice of Japanese or Western cuisine. And most of all, you appreciate it in the way all JAL attendants seem to anticipate your every need. Because for them, attending to the comfort of guests is a heritage refined over a thousand years. For more information on JAL, call us to receive our informative JAL Service Guide at (800) 835-2246, Ext. 144.



**JAPAN AIR LINES**

**Attentiveness. With us, it's a tradition.**





For office systems that integrate

## In a world that demands NEC puts it

The Age of Information is here, and making the most of its opportunities takes more than computers. Or communications. It takes the best of both — C&C Business Systems from NEC. Systems that handle voice, data, text and image with the leading edge technology you'd expect from the pioneer in integrating computers and communications. Plus the chips-to-total-system reliability that only the world's most trusted semiconductor maker can offer.

### From telephones and facsimiles

Electra key telephones bring you more than 50 advanced features to improve the effectiveness of office communication. They come in a wide

range of models to fit the needs of any size business. NEFAX BIT (Business Information Terminal) Series high-speed facsimiles deliver text and image across the office or around the world with equal ease.

### In computers and printers

ASTRA business computer systems don't just automate accounting, word processing and other business functions. Their unsurpassed communication capabilities give you better control over your whole operation.

Our APC III (Advanced Personal Computer III) and PC-8200 portable computers are the stars of the world's third most popular family of personal computers. NEC Spinwriters and

Pinwriters set the standard in business-quality printing. For mass storage, our Winchester disk drives are unsurpassed.

### From office integration

Our NEAX 2400 IMS (Information Management System) is a generation ahead of conventional EPBX's, with a modular design that lets you start with state-of-the-art telephone service, then add simultaneous voice and data transmission; electronic mail functions for voice, facsimile and text; packet switching and LAN — one simple step at a time.

### In global networks

NEC advances don't stop at the office walls. Our cellular mobile



voice, data, text and image



## computers AND communications all together

telephones keep business moving while your people are on the road. Our D4α Information Display Pagers can display alphanumeric text as well as telephone numbers. With LDR (Local Distribution Radio) systems there's no need for expensive cabling to move data between buildings. And with NEC teleconferencing systems, your executives can meet face-to-face while on opposite sides of the world.

For more information on how C&C Business Systems can put it all together for your office, please fill out the coupon attached to this ad.

# NEC

NEC Corporation

**Communications:**

NEC America, Inc.  
NEC Telephones, Inc.  
ALCOA-NEC Communications Corp.

**Computers:**

NEC Information Systems, Inc.

**Research:**

NEC Systems Laboratory, Inc.

**Electron Devices:**

NEC Electronics Inc.

**Home Electronics:**

NEC Home Electronics (U.S.A.) Inc.

Please tell me how C&C Business Systems can help my company.

Name \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Mail to: NEC America, Inc.  
C&C Business Development Office  
Director of Market Planning  
532 Broad Hollow Road Melville,  
New York 11747

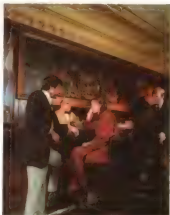
# COME TO SAN FRANCISCO



SHERATON PALACE - 400 CALIFORNIA STREET, SAN FRANCISCO, CALIFORNIA 94104. TEL: 415.774.1234. FAX: 415.774.1235. WWW.SHERATON.COM

# COME TO THE SHERATON PALACE

Grand style. Inside  
The Garden Court. Elegance  
reflected in a leaded  
glass dome and crystal  
chandelier. Outside, Market  
and Montgomery streets,  
the city's financial center  
at your door. A block  
away, Moscone Convention  
Center. You'll find the  
Sheraton Palace a welcome  
tradition in this  
ever-changing city.



## Sheraton Palace Hotel

Hotels, Inns & Resorts Worldwide  
The Hospitality People of **ITT**

See your Travel Planner or call Sheraton toll free

800-325-3535

Come to Sheraton for AAdvantage<sup>®</sup> Miles.

## Press

### Red-Letter Days for NBC

*Moscow reports suit the Soviets, the White House and viewers*

er (68 extra-base hits), and he runs and fields brilliantly (a Gold Glove in 1983 and probably this year). He has a shot at being the first player ever to have 200 hits and 20 doubles, triples, home runs and stolen bases in the same season. "The only flaw he has," says Cubs General Manager Dallas Green, "is that he is too nice." Cub fans shriek "Ryno! Ryno!" at every game and regularly mail him stuffed rhinoceros dolls as tokens of affection.

At North Central High School in Spokane, Wash., he was an 18-point-per-game basketball star and a high school All-America quarterback. Eight of the Pac 10 football teams came calling. So did Nebraska and Oklahoma. But Sandberg (named for Pitcher Ryne Duren by his baseball-fan father) chose his first love, despite a paltry bonus. "I just couldn't understand that anything could be more important than playing ball," he says.

In four minor-league seasons, he fielded well and hit for average, but showed little power and struck out a lot. The Philadelphia Phillies let him slip away in 1982, when Chicago G.M. Green shrewdly refused to make a planned trade unless Sandberg was thrown in as an extra. Says Phils Manager Paul Owens, one of the people snookered in the deal: "Everyone in our organization looked at him as a utility man in the majors." Now he has the conventional view of Sandberg as "the most dominating player in the National League."

The Cubs' new manager, Jim Frey, helped convert Sandberg into a power hitter this year with a few "quiet conversations" about driving through the ball instead of just making contact. "He seemed to view himself as a hit-and-run player," says Frey. "I felt he was capable of much more." Obviously he was. For a Gold Glove fielder, the second baseman has an unorthodox style, jabbing at the ball, as Jackie Robinson did, instead of cradling each chance as gently as possible. Says Coach Don Zimmer: "For him to field like that he must have outstanding hands, outstanding hands."

Among the other under-25s changing the game are Seattle Slugger Alvin Davis, on his way to becoming the first rookie in 34 years to chalk up more than 105 RBIs; Infielders Julio Franco of the Cleveland Indians and Juan Samuel of the Phils; and Pitchers Ron Darling of the Mets (formerly of Yale) and Frank Viola of the Twins (formerly of St. John's University), who both pitched in one of the most memorable college games: an eleven-inning double no-hitter eventually won by St. John's. Baltimore Third Baseman Cal Ripken, last year's A.L. Most Valuable Player, is only 24, and so is the Twins' first baseman Kent Hrbek, a serious candidate for the award this season. But as all fans know, early promise is sometimes its only reward. Last year's sensation, the Mets' Darryl Strawberry, is deep in psychological disarray and batting .243. —By John Leo. Reported by Lee Griggs/Chicago and Steven Holmes/San Diego

When NBC began planning a major series of reports from the Soviet Union, eventually involving six hours of coverage, the network hoped the package would have political impact. Said the project's originator, NBC Vice President Gordon Manning: "We regard Soviet-American relations as the most important campaign issue." Last week the programs, collectively called *The New Cold War*, got off to an attention-getting start: during a live interview with Soviet military Chief of Staff Sergei Akhromeyev and Deputy Foreign Minister Georgi Korniyenko, *Today* Anchor Bryant Gumbel asked whether Foreign Minister Andrei Gromyko would accept an invitation to meet with President Reagan. It appeared that the Soviets, who had welcomed NBC's visit, took the opportunity to give the series a



Today's host broadcasting from downtown



Interviewing Korniyenko and Akhromeyev



Sparring with Zarubina on women's issues

calculated boost. Korniyenko's headline-making reply: "There will be no difficulties on our part." American officials and scholars, who appeared during the series from the U.S. to provide contrasting views and sometimes to engage in debate, joined in with comparable enthusiasm. Said a White House aide: "The reports were worthwhile. They exposed a lot of people in the U.S. to the Soviet Union, which is a good thing, and we were able to get our views across too."

Politically, the series may not have been entirely helpful to Reagan's reelection campaign. NBC correspondents and the people they interviewed repeatedly described U.S.-Soviet relations as having deteriorated, a view that has been advanced by the Democratic candidate, Walter Mondale. But Gumbel pointedly put the blame on the Soviets for having walked out of arms-control talks and waving aside Soviet suggestions that U.S. negotiating proposals had been unreasonable.

In the stories for *Today*, in *Nightly News* reports ranging from Moscow to Samarkand and in an hourlong documentary on space warfare by Marvin Kalb, NBC reporters noted meticulously whom and what they had been refused permission to film and when supervision had been imposed. When *Today* sought to interview a typical Soviet family, they were introduced to Autoworker Yevgeni Solimezin, 48, who is a Communist Party member with a comfortable apartment. He and his wife Nina, a former flight attendant, have traveled extensively in the West, and their son Oleg is an artist. Said Gumbel: "Based on our admittedly limited observations, Yevgeni's situation seems more idyllic than typical."

Although Gumbel handled most of his encounters with aplomb, he was flummoxed by Zoya Zarubina, a member of the Soviet Women's Committee. She snorted derisively at his questions about the general exclusion of women from high Soviet office and in imperious, almost unaccented English contended that Soviet women are more likely than U.S. women to receive equal pay for equal work.

For all the prestige conferred by its venture, NBC expected only modest commercial returns, and it was right. Preliminary ratings indicated that the reports at most marginally increased the newscasts' viewership. Kalb's documentary finished 53rd among that week's 17 prime-time shows. Nonetheless, NBC News President Lawrence Grossman summed up the venture as a success: "Even questions the Soviets wouldn't answer were revealing, and we were surprised by how much access we had." —By William A. Henry III



**Electra. Not just levisly appointed, levisly engineered.**

Buick Electra. The name alone speaks volumes.

Per tradition, this Electra is very smooth, comfortable, and roomy (for six adults) and very, very luxurious. With supple seats, rich upholstery and a high level of convenience.

But we know that being luxurious isn't enough for a luxury car anymore. So the Electra is engineered with the latest technology: front-wheel drive, four-wheel independent suspension plus an available 3.8-litre V-6 with multi-port fuel injection. [It's standard on the Park Avenue and Electra T Type.]

It is an automobile

with ample performance as well as ample room, and with road manners as sophisticated as its appointments. And the Electra was tested in the heat of Australia and the Alpine hairpins of Germany, to make sure it's ready for the ultimate test: yours.

Buckle up and visit your Buick dealer.

To ask any questions, request a brochure or test drive, call the Buick Product Information Center, 8 a.m. to 8 p.m. Eastern time, weekdays: 1-800-85-BUICK (1-800-852-8425).



Wouldn't you rather have a Buick?



The ultimate Electra: Buick Park Avenue.

Buicks are equipped with engines, drivelines, air facilities operated by GM's own subsidiaries or affiliated companies worldwide.



K  
C  
I  
J  
B

## People

Not so long ago he might have had a sticker plastered over his mouth that read PARENTAL GUIDANCE REQUIRED, but **Richard Pryor**, 43, the incendiary comic who in 1980 turned himself into a human torch while free-basing cocaine, is now host of a children's show called *Pryor's Place*, which debuts on CBS this Saturday morning. In a fantasy urban setting, the comedian



Pryor: a new Pied Piper?

will cavort with the Krofft puppets, tell stories about his own childhood, and impersonate several characters, including Chills, a hip saxophone player, and Carlotta, a savvy fortuneteller. The weekly half-hour may be a long way from the Sunset Strip, but it's not in Captain Kangaroo's neighborhood either.

Oh, *Manare!* as Rhoda undoubtedly would have wailed with a mixture of pain, sympathy and gentle reproach **Mary Tyler Moore**, 46, who chilled the same hearts in *Ordinary People* that she warmed on *The Mary Tyler Moore Show*, has joined the roster of celebrities (**Johnny Cash**, **Elizabeth Taylor**, **Robert Mitchum**, **Liza Minnelli**) who have checked into the Betty Ford Center in Rancho Mirage, Calif., for help with an alcohol problem. Moore, a diabetic since 1968, did so on the advice of doctors, who suggest-



Up, up and away: Reeve soars into the wild blue yonder once again in *The Aviator*



Levine and Moore this year

ed that although she is not a heavy drinker she ought to halt even social drinking, which can be dangerous for diabetics. One of those concerned physicians was her husband of ten months, **Robert Levine**, 30, a cardiologist, who says, "I am very proud of her and applaud her for doing this." Moore, who now says she is "feeling wonderful," expects to be out and about in early October.

It's a bird, it's a plane, it's (Can you see it coming?) Superman in a plane. **Christopher Reeve**, 32, who soared to fame as the Man of Steel, is starring next in *The Aviator* as a rugged, '20s mail pilot. His plane crashes, and Reeve is marooned on a mountain with the companion-

able **Rosanna Arquette**. Reeve, an experienced pilot who has soloed across the Atlantic, did all his own flying in the film, a claim he cannot make about his earlier aerial incarnation.

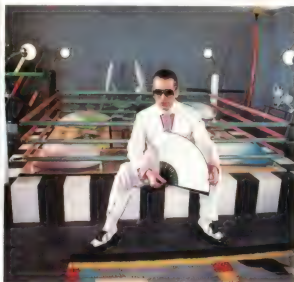
Alas, even the maestro could not keep harmony among his dissonant musicians: **Zubin Mehta**, 48, the Bombay-born conductor of the New York Philharmonic, had returned to his native land after an absence of 17 years. In New Delhi, the eleventh stop of the orchestra's eight-nation Asian

tour, all seemed fine as two elephants tromboned a welcome, but then his musicians began raising a cacophony of complaints about the hotel accommodations. "Unbearable," screeched a violinist. "There are bugs in the bed," one musician whined. "And cockroaches," chimed in another. Mehta quieted the sour-note chorus by allowing a move to a more hospitable hostelry. In the end, though, the conductor heard the sweet sounds he had come for: the concert was greeted with thunderous applause.

—By Richard Stengel



Mehta and Wife Nancy get a massive welcome in New Delhi



The master, Memphis-style: at ease in his Monaco apartment



Posing amid more conventional splendor: at home in Paris

## Monte Karl on a Roll

*The Lagerfeld fashion empire blends craft and swank*

He does play the part. At times, in fact, he flirts with overplaying it, right up to the tortoise-shell handle of his antique fan.

That fan. And the ponytail. And those sunglasses that sit on his nose like the windshield of a small Italian sports car. And that walk: precarious, tippy-toed, tilted so far toward the ground that his knees seem almost like the brass casters underneath an antique armchair. Calvin Klein may be the image of a pumped-up nature boy, Yves Saint Laurent of a tropical flower that would wilt in direct sunlight. But Karl Lagerfeld looks just like, unmistakably like ... well, a fashion designer.

That's the point, of course. Lagerfeld's look is part puffy, part put-on, calculated—like the luxurious clothes he designs—to divert attention from the serious business of style. "Nothing is serious in life," Lagerfeld, 46, insists.

"Nothing should look serious, because I think everything should have a light touch." At its most deft—the way it is almost always displayed to the public—Lagerfeld's touch has the lightness and much of the color of a hang glider.

It is also a little reminiscent of Midas'. Unlike most designers, who work under a single label, Lagerfeld goes three ways. He designs the couture and ready-to-wear lines for Chanel in Paris. For Fendi in Rome he does furs and some couture, as well as swank ready-to-wear. And right now his first collection under his own

name is making its debut all over the world. At prices ranging from \$400 for a silk blouse to \$4,000 for a nifty evening number that shifts along a woman's body like a Slinky, it is moving very smartly, thanks. "The only problem is we can't get the clothes fast enough," claims Bloomingdale's Vice President Kai Ruttenstein.

Lagerfeld also has a line of fragrances manufactured by Elizabeth Arden that brings in \$140 million yearly in retail sales. He designs neckties, eyeglasses (for a frame like his own: about \$45) and porcelain pieces, even as he continues to work for Trevira textiles as a "fashion adviser." He does a special line of men's and women's clothes for Isetan, a leading Japanese department store group, and is pondering a serious plunge into men's wear. "Yes," he says, with a discreet suggestion

of feigned resignation, "I'm afraid I will do that."

Such a multiplicity of restless talents commands and affords a variety of resting places. Lagerfeld has one in Paris that looks more like a palace. He also has a hideaway in Rome—handy for all those trips to see the Fendi sisters—and a house in Brittany, christened Grands Champs (Large Fields). Oh, yes, and there is the apartment in Monaco. The Monaco digs are hypermodern, done predominantly in the bright style of the innovative designers known as the Memphis group. The setting, like Lagerfeld's fashion, is both nerdy and funny: a silk-cushioned "conversation pit" shaped like a boxing ring, an *étagère* that looks like a Lego construct built by an LSD casualty. The Paris house is heavily antique. "The most perfect moment in France for me was the 18th century," Lagerfeld says. Over in Brittany he has imported fountains, even torn down stands of trees, to restore the house to its original glory. "Anybody who saw him there who didn't know him would say,

"Who's that megalomaniac who thinks he's Louis XIV?'" observes his favorite model and close friend, Ines de la Fressange. "But it's a place that he really loves and where his mother lived until she died. It's a place he really feels happy in."

Lagerfeld, on the face of things, is used to being happy. Certainly he has had a lifetime of being rich. Born in Hamburg to an elegant Westphalian mother and a father who owned one of Europe's largest dairy companies, young Karl grew up in the countryside of Schleswig-Holstein, taught by tutors. When he was

The "fashion rhympsonian" at work with a model in his studio



twelve, his mother went to Hamburg to enroll him in art school. Karl wanted to be a portrait painter, but the art school director pointed out that "your son isn't interested in art, he's only interested in clothes." Lagerfeld promoted this shortcoming into a virtue by turning quickly to fashion design. At 16, he entered a design competition and won. Another winner was also a teen-ager, named Yves Saint Laurent.

Since then, Yves has been the looming figure perpetually getting in the way of Karl's owned and operated spotlight. Although he insists that Saint Laurent is "the high-fashion designer I prefer to all the other ones," Lagerfeld created a furor last spring with an interview in the Paris-based monthly *Actuel* in which he had some saucy things to say about his fellow designer. Certainly the reflections (which Lagerfeld claims were not intended for publication) were not out of character for a man who says, "I respect nothing, no one, including myself. Respect is not a very creative thing. Imagine me respecting Chanel. We would go nowhere."

*Le Scandale* is like an extra bit of beading on the French high-fashion scene, and Lagerfeld is the regent of irreverence. He will compliment competitors mildly, or personally, but be mindful never to accord them full professional honors. He is almost equally airy about himself. He keeps none of his fashion drawings, insists with only a hint of irony that he sees himself "as just working class," and has no patience with the notion of fashion as either a higher calling or a tough grind. "What must be hell in life," he muses, "is to have a job to make a living. What a bore." But Lagerfeld nevertheless works as if his life depended on it. "I'm an active person, born lazy," he says with a *soigné* shrug. He ap-

prenticed at Balmain and Patou and, by the time he was 21, was designing for Krizia and Chloé. He still wakes up at 5 a.m.—"As soon as day breaks, he's already in a three-piece suit," says a friend—and works alone until late morning.

Lagerfeld may not save his own drawings, but he has a huge library of fashion history on which to draw and Chanel archives from before World War II more complete than the Chanel company's own. He knows exactly how a fabric can be worked, and if he left an honorary teaching post in Vienna a year ago partly because the students "were too serious," he nonetheless keeps working because he is an exemplary craftsman. He remains almost as dissatisfied with his own creations as he is with anything done by his competition. "I'm never totally pleased," he says. "I'm a kind of fashion nymphomaniac who never gets an orgasm. I'm always expecting something from the next time."

What he never expects is art. He is always at pains to make fashion seem no more than a congenial avocation. Says the model De la Fressange, who has signed a hefty exclusive contract to work for Chanel: "I'd be the first one to say fashion is important, a cultural phenomenon and all that. But when we're working late and it's two o'clock in the morning, I always want to say, 'Oh, it's all just a bunch of rags.' The great thing, though, is that Karl will say it before I do." For Lagerfeld, dressing up gives "a kind of optical relief to life, and luxury is a veritable state of grace."

There are also fleeting suggestions, beneath all his mocking worldliness, of a slightly unquiet spirit. He is a demon for order and travels to the doctor's office with a shoehorn so he can replace his

footwear easily after an exam. "He thinks he's ugly," says Ines, who will sometimes sneak up and start tickling him to make him smile. He frets over whether to have a nose job. His hands always seem to be in motion, partly because he is always moving his sleeves to hide them. That restlessness also colors his imagination, which can be entrepreneurial, as in his double-F logo for the Fendis that appears, like a ranch brand, on all their leather goods; elegant, as in his sumptuous evening wear; or easy, as in some of the simple, savvy suits he did for this fall's Karl Lagerfeld line. He grabs ideas everywhere. He designed a Fendi ermine cape based on the furrows of a plowed field. Polaroids of a fireworks display seen from his Monaco balcony inspired embroideries for dresses in his own spring line, which will be shown next month in Paris.

The fashion press, which shows reverence for his work and dotes on his ebullience, has taken to calling Lagerfeld Monte Karl, as if he were some kind of vintage decadent out of Somerset Maugham. Lagerfeld has raised no objection to the name; indeed, as a man who writes his own press kits and describes the "elegant aerodynamics" of his Chaneles, he surely knows the value of a catchy moniker. It makes him sound comfortably unlike the world-class designer that he is, hardly the creator of dresses that may, in time, end up where he would probably least like to see them; in museums. "Fashion is only fashion when somebody's wearing it," he is fond of saying. That might mean the best of what Lagerfeld does is something a little bit more than fashion. He can claim not to like that. But he will certainly have to think about it.

—By Jay Cocks. Reported by Dorie Donigh/Paris



Lagerfeld's favorite, Ines, in full Chanel



A nifty daytime number from his own line



A bit of sable sumptuousness for Fendi



Land's bounty: Field, with James and Hatten, harvest the cotton



Lord's bounty: Harris and Crouse await Communion, reconciliation

## Cinema

### A Search for Connections

PLACES IN THE HEART *Directed and Written by Robert Benton*

*Between what matters and what seems to matter, how should the world we know judge wisely?*

—E.C. Bentley, *Trent's Last Case*

How indeed? Take the new film in which this question—the opening sentence of a classic murder mystery—is quoted three times. What seems to matter to most people when it comes to judging a movie is simple: “What’s it about?” and “Who’s in it?” By these standards *Places in the Heart* is going to appear, at first glance, a bit out of time and place. In outline, the story is inescapably reminiscent of a sentimental silent film or of 19th century theatrical melodrama, telling as it does the simple tale of a plucky Texas widow attempting to save her farm from foreclosure and her family from being broken up should the old homestead go. Indeed, Edna Spalding, as luminously portrayed by Sally Field, is as good as she is brave: churchly, compassionate, guiltless. Her sense of social responsibility is informed by unimpeachable instinct, not by suspect ideology.

Nor is that the end of this picture’s celebration of the traditional American virtues. Struggling on against the ravages of the Great Depression, the elements (a devastating tornado) and the wickedness of the unenlightened (a hypocritical bank-

er, a crooked cotton merchant, even the Ku Klux Klan), Edna is comforted and aided by her two utterly winning children (Yankton Hatten and Gennie James), by a shrewd, gentle, black man (Danny Glover) whom she redeems from rootlessness and petty crime, and by a blind man (John Malkovich) whom she redeems from bitterness. As these archetypes of disenfranchisement assemble in her kitchen, a bonding of proletarian fiction and gaslit theater takes place. And a wary customer may be forgiven for wondering if the shades of D.W. Griffith and John Steinbeck are warring for possession of

Director Benton reimagining his past



Writer-Director Robert Benton’s soul.

It is precisely here that one should wrench his attention away from what traditionally seems to matter in considering a movie and focus it on what truly matters. “Yes—oh, dear, yes—the novel tells a story,” E.M. Forster once announced in a self-described “drooping regretful voice,” and it is the same, only more so, with movies. Having provided richly for this simple need, Benton is free to turn to what really interests him: the quality of the lives that people lead between the plotlines, their sense of the world and of their connections with it. In particular, his business is to evoke, and thus rescue from the onrush of history, the way things were for him when he was a boy growing up in the small town of Waxahachie, Texas, in the 1930s, to get down on film “a sense of being in a place and part of a place that goes back further than anyone you know.” He adds: “Those feelings used to be deeply present for a lot of people, but . . . people these days move so much that the ties, the connections, can’t take hold.”

For Benton, 51, who wrote and directed *Kramer vs. Kramer* among other films, evocation is not quite autobiography. The events in Edna Spalding’s life, for instance, may be based on what happened to his great-grandmother, but her character contains aspects of his mother, his wife and, as he has carefully pointed out, some of Sally Field’s background. The same is true of Glover’s Moze, who developed out of a black man who worked for Benton’s family, but whose magnetic presence is a tribute to the performer. Similarly, Malko-



vich's blind boarder, imposed on Edna's household by the smarmy banker. He is based on a granduncle of Benton's, who indeed had a recording for the blind of *Trent's Last Case*, which the director was forbidden to touch when he was a child. But the edgy precision of Malkovich's manner, the very cock of his head as he listens for clues to the reality he cannot see, are the contributions of another fine actor.

It is, in fact, from details like this, hundreds of them, passing before the subtly shaded and disciplined lens of Cinematographer Nestor Almendros' camera, an eye that never wanders toward pure realism or toward sentimentality either, that *Places in the Heart* derives much of its strength. The dust rising from the wheels of a hurrying flivver, the chilly darkness of a cavernous bank, the way the early morning sun strikes a field of cotton, and the camera's simple crane up to reveal the immensity of the field and of the task before the little band of pickers toiling in it are palpable. Ultimately, it is the play of light more than the play of actors and of words that imparts to movies like this both their singularity and their capacity to strike off, without seeming to try, resonant, universalizing visual metaphors. Confessing that he leaves framing and composition to Almendros, Benton calls him, simply, a great artist.

**B**ut with this film Benton, were he less modest and soft-spoken, could begin to advance a similar claim for himself. His script, honed from a 250-page first draft, is as sparing with words as it is rich in emotion. And some of the film's crucial moments are entirely free of meaningful dialogue. There is no better realization anywhere of a small town's sense of community than in the way Benton groups its citizens, first at a wake, then at a dance. At another moment, a pair of guilty lovers (Ed Harris and Amy Madigan), emblematic of the dissatisfactions that dare not speak their name in all the earth's Waxahachies, betray themselves to his wife (Lindsay Crouse) by the way they handle a deck of cards in a rummy game. Best of all is the Communion service that climaxes the movie, where, with amazing grace, Benton moves almost imperceptibly from reality to fantasy in order to find for his people the kind of reconciliation with their fates that he sought for himself by making this film.

By curious coincidence, *Places in the Heart* is one of three major American films this fall that revolve around hard-pressed families fighting the elements and a wayward economy to save their farms. The others, *Country and The River*, are in their ways distinctive films. But neither is informed by Benton's compulsion to sort out what matters from what merely seems to matter in a living memory's core. It is the patient care with which he addressed that problem, and the example he obviously set for his colleagues, that will permit his film to find its place in many a heart this season. —By Richard Schickel.

Reported by Elaine Dutka/New York

**To us, it's a technical  
breakthrough with 23 precise,  
reliable parts.  
To you, it's just a flick of the Bic.**



Once a week, Maria gets together  
with some of her oldest friends.

Once a week, every week, she spends a few hours visiting people who don't get a lot of visitors.

Sometimes she brings flowers.

Sometimes a gift.

But most of the time, she brings what they appreciate most. Herself.

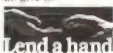
So many people today can use a hand.



Your hand. Your time. Your talents. Your money.

Because in the end, what you give isn't so

important. That you do give is.



**Lend a hand**



# If you're over forty, you'd be wise to read this.

## If there's a history of cancer in your family, you'd be foolish not to.

Colorectal cancer is a serious disease that strikes the colon or rectum. Next to lung cancer, it's the leading cause of cancer-related deaths in this country. 130,000 new cases will be diagnosed this year, and nearly half of them (59,000) will prove fatal. It doesn't have to be that way. If detected early, the chances of surviving colorectal cancer are greatly improved.

### **Why Should I Worry? I've Never Been Sick a Day in My Life.**

Wonderful, but unfortunately it's no guarantee that you won't get cancer of the colon or rectum. Colorectal cancer strikes men and women with equal frequency, and the risk increases dramatically in people over 40. If you're past that age, or if there is a history of cancer (especially colorectal cancer) in your family, you should know about the Hemoccult® Home Test, an easy examination for a sign of colorectal cancer that you can give yourself, in the privacy of your own home.

### **Detecting Hidden Warnings.**

The name Hemoccult comes from *bemo*, meaning "blood," and *occult*, meaning "hidden." The test materials have been chemically treated to detect otherwise unnoticeable traces of blood in a person's stool—blood that could be an early tip-off to the presence of cancer or other colorectal diseases.

Using the test is simple. Everything has been provided to make it fast, easy and painless (read and follow package directions carefully.) Within 60 seconds the results will be evident. If they reveal the presence of blood, see your doctor promptly.

### **Early Detection Could Save 3 out of 4 People.**

In most cases, the Hemoccult Home Test



Early detection can save 3 out of 4 lives.

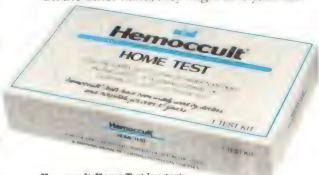
results will simply bring you the relief and satisfaction of learning that blood, which may be a sign of cancer, is not evident. But even if hidden blood is detected, there is still no reason to panic. The presence of blood in the stool can be an indication of other conditions far less serious than colorectal cancer. And, even if cancer is diagnosed, with early detection the survival rate is

approximately 75%.

### **Over a Decade of Use in Hospitals.**

Hemoccult has been used by millions of patients in hospitals and doctors' offices for years. Now the Hemoccult Home Test is available wherever drugs are sold. Of course, the Hemoccult Home Test is no substitute for your doctor's regular physical examination, but between checkups it provides an added means of early detection.

Remember, the odds of your having colorectal cancer are small, but not small enough to ignore. The few minutes you take for the test will most likely help put your mind at ease. On the other hand, they might save your life.



**Hemoccult Home Test is a test only for hidden blood in the stool and is an aid to detecting certain colorectal diseases. If blood is detected, see your physician. Read and follow directions.**

© 1984, Menley & James Laboratories, a SmithKline Beckman company

# Education

## Fierce Competition for Dollars

*When the going gets tough, the tough go fund raising*

The campaign season is under way, but more than one president is out on the stump. The nation's colleges and universities are vying for some \$5 billion in gifts from corporations, foundations and private citizens. Bowdoin College in Maine kicks off a \$56 million fund-raising drive this fall. The University of Southern California is gearing up for a \$500 million campaign. Another California university, Pepperdine, is pushing its \$100 million "Wave of Excellence" effort. Such fund raising is nothing new; private colleges and universities have been passing the hat for centuries.

private sectors. Today 78% of all college students attend public institutions. Even though the total cost of educating a student is roughly the same, public tuition, aided by state and federal taxes, averages \$1,126 a year, vs. \$5,016 at private institutions. Notes Gary Quehl, president of the Council of Independent Colleges: "American higher education is the only national industry that requires one sector [private] to compete with the other [public] at more than a 4-to-1 economic disadvantage."

In some states conflicts are sharpening. Public university presidents in Ohio openly opposed a new program that gives

James Zumberge: "We're competing for the same dollar, but if my predictions are right, those dollars are going to continue to increase." He has a point. Voluntary giving to colleges is up 6% over last year. William Orme, an executive of the General Electric Foundation, agrees that corporate giving will go up "once the issues are recognized." Pepperdine President Howard White complacently notes, "There is no competition among lighthouses." Yet not every college has a 1 million-candlepower beacon, and small private liberal arts colleges are the most likely to be left in the dark. Says Dennis Griffin, a vice president of St. Olaf College in Minnesota: "Private education is a sort of endangered species."

Cooperation may be the only way to avert a civil war in higher education. Last year Chancellor William Danforth of private Washington University in St. Louis



Public institutions are another matter. They still rely primarily on the revenues of state taxpayers, but now they are also tapping into sources once considered the preserve of private colleges. The University of California, Los Angeles, will inaugurate an unprecedented drive for \$200 million in November. The University of Georgia, which celebrates its 200th anniversary next year, is wrapping up a first-time campaign that has raised \$63 million, including \$1 million from Coca-Cola. The University of Illinois enlisted Alumnus John Chancellor to star in a 19-city teleconference as part of an effort that has raised \$109 million. Observes Hayden Smith, senior vice president of the Council for Financial Aid to Education: "Competition between public and private higher-education institutions is getting fierce." Cornell University President Frank Rhodes concurs: "We have seen what was once a more or less friendly rivalry between public and independent institutions degenerate into an unhealthy scramble for resources."

The reasons are clear: the number of 18- to 22-year-olds is rapidly declining; some demographers predict a drop of 25% over the next decade. Furthermore, 30 years ago college students were about evenly divided between the public and

\$500 to each Ohio student attending a private college. Since the 1960s, New York State has granted money to private institutions and students attending them. Yet while discussing assistance guidelines last year, presidents from both sectors disagreed so vociferously on the formula that the meeting dissolved. An agreement worked out in March now provides more state aid to students at private institutions.

As college presidents move away from genteel competition, the old rules are being bent out of shape. Some leaders in the private sector, including the Rev. James Finlay, recently retired president of Fordham University, have begun calling for a sliding tuition scale for state universities. Their argument is succinct: Why should a student from an affluent family pay only \$1,126 to attend State U. when it costs the taxpayer much more to provide an education? Some public institutions, until private colleges complained, were trying to compete on the basis of cost. One aid for the State University of New York read, "SUNY's tuition costs less for four years than some colleges charge for one."

Optimists insist that there are enough bucks and bodies to go around. Says University of Southern California President

and the president of the University of Missouri brought together 40 college and university presidents to try to head off skirmishes. They had plenty of motivation: in their home state, aid to higher education has failed to keep pace with inflation in the past decade. Says Danforth: "This is a long-range problem, and we thought it would be good for people in both sectors to talk about how to serve our institutions and the state together." In Pennsylvania, where there is little strife between the two sectors, the Pennsylvania Association of Colleges and Universities has been lobbying the legislature on behalf of both public and private institutions for the past decade. The Exxon Education Foundation gave a grant this year to the Association of Governing Boards of Universities and Colleges, a group of public and private trustees, to explore similar cooperative programs. At stake, ultimately, is the survival of a uniquely American system of higher education that combines the vitality and access of public schools with the excellence and experimentation of private institutions. Says Cornell's Rhodes: "Our dual system forms an education enterprise which is rightly the envy of the world." —By *Ellie McGrath*. Reported by *Dorothy Ferenbaugh*/New York and *Barbara Kraft*/Los Angeles

\$2,000,000

## Strength in numbers.

To millions of people around the world, Wang is word processing.

But the fact of the matter is, Wang is a two-billion dollar company doing 50% of its business in data processing.

In fact, Wang makes the most complete line of compatible computers in the business.

Computers that work together.

From desk-top professional computers to 32-bit superminis. And everything in between.

Wang. The last word in words also has strength in numbers.

**WANG**

We put people in front of computers.

2,000.00

## Books

### The 3,000-Year-Old Man

GOD KNOWS by Joseph Heller. Knopf. 353 pages; \$16.95

You loved him in the Old Testament. Well, here he is again, ladies and germs: the guy who put the kibosh on Goliath; the main squeeze of the lovely and talented Bathsheba; the papa of Solomon, an extremely influential person in his own right; and, last but not least, a close personal friend of the Man Upstairs. A King of Israel once, a prince of comedy now. Let's hear a really warm welcome for (buh-duh-dump-dump) David!

But cereally, folks. Author Joseph Heller's fourth novel does indeed feature the biblical King David as its hero and narrator. And it offers a host of other familiar names and time-tested stories. *God Knows* even looks exactly like a real book, with pages and print and dust jacket and everything. This disguise is extremely clever, considering the contents: the longest lounge act never performed in the history of the Catskills.

Heller's David comes onstage in the same condition that afflicted the original at the beginning of *I Kings*: "Now King David was old and stricken in years; and they covered him with clothes, but he gat no heat." This time around, the dying leader has more to worry about than just the squabbling between his sons Adonijah and Solomon over who will succeed him. There is his reputation to consider: "I don't like to boast—I know I boast a bit when I say I don't have to boast—but I honestly think I've got the best story in the Bible. Where's the competition?" This premise undeniably has promise: David looking back on his tempestuous career not only from his deathbed but with the hindsight that nearly 3,000 succeeding years have contributed to his soul.

Unfortunately, Heller uses this poetic license chiefly as an excuse to troll for gags. If a punch line requires omniscience, then David knows it all: "Some Promised Land. The honey was there, but the milk we brought in with our goats. To people in California, God gives a magnificent coastline, a movie industry, and Beverly Hills. To us He gives sand. To Cannes He gives a push film festival. We get the P.O." So the old fellow is up on Yasser Arafat and the contemporary mess in the Middle East? Yes and no. When Heller wants to try for irony, he keeps David in the dark: "I put garrisons in Damascus and in the Golan heights, and I knew that the Syrians would never again be a problem for the children of Israel."



Joseph Heller: using poetic license to troll for gags

Consistency in the central character? As this David likes to remark, "Fat chance." What holds *God Knows* together, barely, is the enduring vitality of the original material (see especially *I and II Samuel*), which is both a saga sacred to millions and one of the glories of Western narrative art. Heller is most successful when he simply allows his source to do most of the work, either by lifting large swatches of language from the King James translation or by going against the scriptural grain.

Suppose, just for laughs, that the wisdom of Solomon is a myth. Says David: "I'll let you in on a secret about my son Solomon: he was dead serious when he proposed cutting the baby in half, that *putz*. I swear to God. The dumb son of a bitch was trying to be fair, not shrewd." Dialogues between exasperated father and nincompoop son appear to be modeled on the old radio sketches of Jack Benny and Dennis Day. David: "Do you understand what I'm saying to you about Joab? Do not let his hoar head go peacefully down to the grave." Solomon: "What's a hoar head?" After one particularly frustrating session, David tries to get rid of the young man by telling a servant to "show him the door." Replies Solomon: "I've seen the door."

Not all of David's jokes are as old as he is: they only come to seem that way when he tells them over and over again. "The devil made me do it" is a coker that had pretty well run its course when Flip Wilson retired it about a decade ago. Heller makes David say it no fewer than three times. Who can forget the noted humorist and slugger Reggie Jackson and his boast "I'm the straw that stirs the drink"? Certainly not Heller, who uses this line three times as well. The spirit of Woody Allen is sometimes summoned forth: "That which is crooked cannot be made straight, although with that one I believe there are psychotherapists who might disagree." When all else fails, a common enough occurrence in this narrative, Heller turns to the slapstick of Mel Brooks circa the comedy routine "The 2,000-Year-Old Man" and the film *The History of the World—Part I*: pointless anachronisms ("Send a wire!" I shouted. "We have no wires." Jehoshaphat recalled for me?) and noises in descending orders of rudeness.

There might be some saving grace in all of this if it amounted to good, dirty fun. Even this modest goal is infrequently achieved. The rest is a disappointing hodgepodge of repetition and irrelevancy. Heller's attitude toward the past remains steadfastly muddled. He obviously appreciates and exploits ancient grandeur; he

#### Excerpt

Let's call him a giant. His teeth, not Bathsheba's, were like a flock of sheep that have been even shorn. With her it was merely flattery. But everything about Goliath was larger than life. I have to chortle even now at the violent transformations he underwent when it finally began to dawn on him why I was there. How he howled and roared when he finally recovered from his initial moment of shock. You'd think he'd been speared in the liver. For forty days he had asked of the Israelites that they send down a man worthy to engage a Philistine champion of his mettle in single combat. Instead, he'd been given a youthful shepherd who was ruddy and of a fair countenance. He had expected Achilles. He'd been given me. And to top it all off, I was carrying a stick.

# ANNOUNCING THE BIGGEST IMPROVEMENT IN THE SELECTRIC IN THE PAST TEN YEARS.



## *Introducing the Sharp line of Electronic typewriters.*

This year, the IBM Selectric has something new: stiff competition.

Sharp electronic typewriters for the office.

You see, while the Selectric is basically the same kind of electric typewriter it was a decade ago, the Sharp typewriters use the latest microchip technology.

Some Sharp electronic typewriters offer features like a memory for automatic correcting of the last typed line. And an LCD display to catch mistakes before they go on paper plus automatic paper insert, automatic formatting and express relocation to make typing easier and faster.

Sharp electronic typewriters have substantially fewer moving parts than electric typewriters like the Selectric. (Less moving parts means less chance of breakdown.)

All at a cost that's only half that of an IBM Selectric with comparable features.

So if you're in the market for a new office typewriter, check out the many improvements in the IBM Selectric. At your Sharp dealer. For more information call 800-BE SHARP or send in the coupon.



**FROM SHARP MINDS  
COME SHARP PRODUCTS**

Sharp Electronics Corporation  
Dept. E.T. 1909  
East Cornell, Peoria, IL 61614

Please send me more information about  
the Sharpwriter™ Line.  Please call.

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Company \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Zip \_\_\_\_\_ Phone \_\_\_\_\_

Sharp Electronics Corp., Peoria, IL 61614

IBM Selectric™ is a registered trademark of International Business Machines Corp.

IBM EQUIPMENT: ATRIO, BANKING SYSTEMS, CALL LETTERS, CASH REGISTERS, COMPUTERS, COPIERS, ELECTRONIC TYPEWriters, FACSIMILE EQUIPMENT, MICROWAVE OVENS, PROFESSIONAL VIDEO CAMERAS & MONITORS, TELEVISIONS, VIDEOTAPE RECORDERS

The new Texaco's acquisition of Chevron's marketing operations in 6 countries of northwest Europe almost doubles Texaco's retail outlets and increases Texaco's gasoline market share there by almost 30%.



Behind the new Texaco Star, there's a new Texaco.



# THE MEETING



Starring your organization

**DIRECTED BY**

The Greater Los Angeles Visitors and Convention Bureau.

Based on the action packed 1984 Summer Olympic Games, and its resulting \$1 billion in capital improvements. Featuring the \$700 million L.A. Airport renovation.

**ACCOMMODATIONS BY**

65,000 hotel and motel rooms.

**ENTERTAINMENT BY**

The Pacific Ocean, Hollywood, Professional Sports Teams, World-Famous Amusement Parks, and a cast of thousands of exciting things to do.

**STARTS NOW AT A POST OFFICE NEAR YOU**

Write: Ty Stroh, Greater Los Angeles Visitors  
and Convention Bureau.

505 S. Flower St., L.A., CA 90071.

*LA's the Place*

also cannot resist the urge to deface every monument he encounters. A certain biblical hero had a remedy for such behavior. As recorded in *1 Samuel* 25: 22, David is enraged that his messengers have been rebuffed by a wealthy man; the warrior swears murderous vengeance on this household and, among its inhabitants, on "any that pisseth against the wall." Luckily for the guilty, David's wrath is shunted aside by Abigail. *God Knows* where he might have turned next. —By Paul Gray

## Less Filling

HEY, WAIT A MINUTE. I WROTE A BOOK!

by John Madden with Dave Anderson  
Villard Books; 240 pages; \$14.95

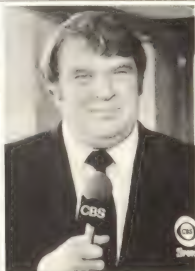
Those who ponder fame in America would do well to study the career of John Madden. For a decade he was one of the finest coaches in the National Football League, working in the shadow of the Oakland Raiders' flamboyant owner, Al Davis. Lately he has emerged as the best color commentator on telecasts of N.F.L. football. For these achievements Madden has received piddling respect or outright indifference. Recognition came only after he crashed through paper walls, arms flailing, stomach jiggle, on Miller Lite beer commercials. Today, everywhere he goes, fans flap their arms

and shout, "Less filling" or "More taste," and Madden flaps back good-naturedly. Such is fame.

Much of the success of those commercials derives from creative casting: Dick Butkus is dumb, Rodney Dangerfield don't get no respect, Mickey Spillane is hard-boiled. Madden, for his part, is cast raw from nature. On and off the field, he is a cantankerous Teddy bear whose sideline tantrums, diluted by girth and affability, were never taken very seriously by N.F.L. officials or fans. Neither was the man himself, a clear mistake as this chirpy, scattered monologue reveals, almost in spite of itself.

Madden claims that he had only one serious argument in ten years with his prickly, strong-willed boss. The players liked their easygoing coach and seem to have enjoyed his tirades. Ben Davidson deliberately made a mistake in practice one day in order to bask in the abuse of a Madden diatribe. Madden would chew out a player almost anywhere, even at Thanksgiving dinner, but never after a crucial error, on the sensible ground that the fans and press could be relied upon to handle that sort of instant commentary. Madden either ignored bitching from his players or praised it as a sign of true competitiveness. This serenity allowed the Raiders to forage among the many talented head cases rejected by other teams.

The authors' oral history has few fe-



Analyst Madden: cantankerous Teddy bear

licities, but it confirms the generally held view of Al Davis' exotic team. The Raiders of the '70s were an intriguing collection of highly disciplined individualists, some exceptionally talented, some violent, some both. Running Back Marv Hubbard used to warm up for a game by punching out the window of a nearby dry cleaner. Madden admirably reports that Hubbard knew exactly how to do it with-

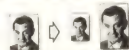


## "NEAT COPIERS AT NEAT PRICES."

—Tony Randall

"Finally there are copiers that can take a messy pile of different size originals. And give you a neat stack of same size copies... automatically.

"They're the Beta zoom copiers from Minolta. And they do things copiers never used to do, thanks to features like these."



**Variable reduction and enlargement.**

For copies anywhere from almost 50% smaller than the original up to almost 50% larger.



© PHOTOFEST/SHANE—INSIDE

**Arms flailing, stomach jiggle: such is fame**

out cutting his fist. Right Tackle Bob Brown, who once knocked down a set of goal posts with a forearm smash, also goes into the recordbook as the first blocker to implant a needle-sharp screw in his helmet to discourage head slapping from opposing pass rushers. Pass Receiver Fred Biletnikoff used so much stickum on his arms that he once caught a pass by mistake with his forearm. The N.F.L. has

since banned stickum, partly because most balls gummed up by Biletnikoff had to be dipped in solvent before being returned to duty. Davis and Madden managed to infuse this raffish assortment with an old-fashioned sense of family. Madden says Davis once tried to get former Wide Receiver Warren Wells released from prison for a Raider reunion, offering to pay the airfare for as many guards as the warden deemed necessary. The warden said no.

In this ghostwritten saga a few original, if eccentric theories appear. A team cannot win with an older center because the muscles necessary for hiking to punters go early. Warren Wells' "whole body slowed down" after his brushes with the law, and the young Cliff Branch was "too fast" to make it in the N.F.L., a 747 trying to veer like a Piper Cub. Only when told by Biletnikoff to run slower did Branch become an All-Pro. Madden is characteristically modest about his own achievements. He admits inventing the rookie minicamp and the practice of flying a team out early to avoid jet lag, but not much other innovation. Davis put the team together and shrewdly hired the young (32) and inexperienced Madden to maintain it. At the press conference to announce Madden, Davis said that maintaining a team is far more important than creating one. It was the right message for Madden, and few have ever done it better.

—By John Leo

## Notable

### THE TRUTH THAT KILLED

by Georgi Markov

Translated by Liliana Brisby

*Ticknor & Fields; 280 pages; \$15.95*

As he crossed London's Waterloo Bridge one September afternoon in 1978, a middle-aged foreigner was jostled by a man with an umbrella. The encounter looked as harmless as the weather: in fact, it was to recall the more lurid adventures of 007. For the foreigner was Bulgarian Georgi Markov, the stranger was a hired assassin, and the umbrella tip held a pellet loaded with ricin, a deadly poison. The notorious "umbrella murder" occurred because of the information contained in this chilling memoir, written after the author's defection in 1969.

Markov had been his country's leading novelist and playwright; he had also served a term during the Stalin years, in the Bulgarian Gulag. His prison experiences and literary skills combined to produce the scabrous picture of a nation enslaved. Yet in the eyes of the Bulgarian leadership that was not Markov's worst



Georgi Markov



© 1984 Minolta Corporation



**Auto sizing.** Uniform copies from different size originals... automatically



**Auto paper select.** Takes a stack of different size originals and automatically copies each one on the correct paper size

"So what used to be hard jobs, like making bound reports and preparing presentation materials, are now as easy as pressing a few buttons.

"About the only thing neater than how much Beta zoom copiers do is how little they cost. See your Minolta dealer and be prepared for a neat surprise."

**THE BETA ZOOM COPIERS.  
ONLY FROM THE MIND OF MINOLTA.**



MINOLTA

Not all features available on all Beta machines. Look for your authorized Minolta dealer in the Yellow Pages.

# THE VISTA OF A CONTI

A broad range of advanced software and a complete line of state-of-the-art hardware herald the DATAPOINT solution for the modern office. Based on leading-edge technology, our PRO-VISTA automated office is revolutionary in its innovation and ease of use.

Software sits at the heart of this contin-

uing revolution. VISTA-VIEW™ is the most advanced windowing software in existence, letting you both view and use several applications at once. VISTA-GUIDE™ is a software map for the easiest possible access to word and data processing, electronic mail, spreadsheet, and data communications.

The new PRO-VISTA family of workstations, processors, terminals, and peripheral

## THE PRO-VISTA™ AUTOMAT



# NUING REVOLUTION.

devices can work with existing DATAPOINT equipment and with equipment from other manufacturers. Connected to an ARC® (Attached Resource Computer®) local area network, it gives your company a system that grows as far and as fast as your business grows.

DATAPOINT is a specialist in integrating state-of-the-art local area networks and

office systems. We sparked a revolution in business communications with ARC, the first and most thoroughly proven local area network in existence, and today we continue to lead that revolution. If you're ready to join the DATAPOINT revolution, talk to our worldwide sales and service force about the PRO-VISTA automated office.

## ED OFFICE BY DATAPOINT.



Call 1-800-334-1122 toll-free for a demonstration  
Or send this coupon to: DATAPOINT Corporation  
9725 Datapoint Drive, V-41 San Antonio, Texas 78284

MI72

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (\_\_\_\_\_) \_\_\_\_\_



**DATAPOINT**  
We sparked the revolution.

# NOW'S THE TIME TO TURN OVER A NEW LEAF



## Canada's Maple Leaf

THERE IS NO SUBSTITUTE FOR PURITY.

Call 800-331-1750 for the Maple Leaf Dealer nearest you.  
In Nebraska call 800-343-4300. Ask for Operator #993

Canada  Best Canadian 100% Pure Maple

Here's a great gift idea for everyone who loves a challenge!

# TIME The Game

For everyone who enjoys an exciting, fast-paced question/answer game, TIME presents The Game.

It's challenging. It's fun. And it's certainly not trivial. Because the questions included were drawn from sixty years of history covered in the pages of TIME.

Here are over 8,000 questions based on the great events, personalities, and movements of our century—all packed into a fast-moving, entertaining board game.

And everyone can enjoy The Game, because it includes a special set of questions for children. The Game is available now at fine stores that cater to inquiring minds. Or order yours today. Call toll-free 800-828-6211 (In New York, 800-462-6432).



© 1984 Time Inc.

## Books

crime against the state. On Radio Free Europe the defector offered a description of Bulgarian President Todor Zhivkov, a smiling brute on the order of Nikita Khrushchev. At a banquet the author catches the official acting like a Balkan Queen of Hearts, shouting the Bulgarian equivalent of "Off with his head!" when a writer who has offended him is mentioned. Little wonder that when Markov ultimately aroused his ire, Zhivkov once again called for an execution by less Carrollian means. *The Truth That Killed* is Markov's valediction; it is also his revenge.

HEROES ARE GRAZING IN MY GARDEN  
by Heberto Padilla

Translated by Andrew Hurley  
Farrar, Straus & Giroux, 250 pages  
\$16.95

In 1971, poet Heberto Padilla, who had remained in Cuba after most of his family had fled, was suddenly imprisoned, committed to solitary confinement and forced to confess to consorting with imperialists. Condemned to virtual house arrest, Padilla continued working as a translator until, through American intercession, he was allowed to seek exile in

the U.S. in 1980. He smuggled out the only unconfiscated copy of this manuscript under a pile of letters in his carry-on bag.



Heberto Padilla

*Heroes* presents the plaintiff's case for divorce owing to irreconcilable differences. Its narrative shadows the movements of two apparently autobiographical yet archetypal figures: Gregorio, a bloated writer captive to nostalgia, and Julio, a translator locked inside a squabbling relationship with an apparatchik named Luisa. In a society founded on unity, all three characters remain friendless and utterly disconnected; they see informers everywhere, and, they are sure, informers everywhere see them. All Havana, in fact, seems out of sorts and in a state of delirium tremens.

The only zealots in sight are willfully credulous European tourists. "You are a people truly young," burbles one foreign girl to the powerless and paralyzed Julio. "Everyone finds happiness in your country," Padilla knows better, and after a chapter or two of this biting phantasmagoria, so do all but the most naive readers.

The works of dissidents from socialist countries, the author concedes in an afterword, are far too often acclaimed in the West "out of solidarity rather than literary recognition." *Heroes* needs no such special treatment. Through his fugitive portraits of the artist as a young man no longer, Padilla hauntingly evokes a revolution in the throes of a wasting mid-life crisis.

# BALLY OF SWITZERLAND



The Ranger Series redefines comfort with special features: flexible construction, reinforced arch support, ankle padding, and Bally's exclusive sole design.

**The difference between dressed, and well dressed.**

Bally of Switzerland Shops: Andre Bellini, Dallas, Washington, D.C., Battaglia, Florida;  
John Morris, Ltd., Chesterfield, Mo., Kaufmann, Pittsburgh; Bullocks, Los Angeles.

For free brochure write: Dwight, One Bally Place, New Rochelle, New York, 10801.



# Lufthansa

**In 71 countries, Lufthansa gives**

See your Travel Agent or Cargo Agent.





meaning to the word meticulous.



**Lufthansa**



## YELLOW IS A SIGN OF IMPORTANCE.

That's why people with important business messages use our Post-it<sup>™</sup> Notes adhesive note pads. Bright notes that stick virtually anywhere. To make sure your messages get noticed. Call 1-800-328-1684 for a free sample. Then get more Post-it Notes from a nearby stationer or retail store. And start getting the recognition you deserve.

Commercial Office Supply Division/3M

**3M**

# Medicine

## Linking Drugs to the Dinner Table

*Antibiotics on the farm may be playing a role in human disease*

If antibiotics have proved to be wonder drugs for medicine, they have been nothing short of miracle workers in agriculture over the past quarter-century. Today, about 15 million lbs. a year, nearly half of U.S. annual production of antibiotics, are fed to farm animals, primarily cattle, poultry and pigs. Although the drugs help check the spread of bacterial infections among closely penned animals, their use is prompted as much by a happy side effect: for reasons not yet understood, they accelerate animal growth. But the lacing of animal feed with antibiotics is being increasingly challenged by scientists who claim it is a major factor in a fast-growing medical problem: the resistance of disease-causing microbes to antibiotics.

Nearly 25% of *Salmonella* bacteria—organisms that commonly cause food poisoning—are now resistant to many antibiotics. Critics charge that routinely putting antibiotics in feed promotes bacterial resistance by wiping out the less hardy of the vast array of microbes normally present in animals, leaving those that are drug resistant to flourish. If they are transferred to humans through meat and poultry products, these bacteria could then colonize their new hosts or pass on their antibiotic resistance to other bacteria already in residence.

Definitive proof of a link between drug-laced feed and human illness is difficult to obtain. But recently epidemiologists from Minnesota, South Dakota and the federal Centers for Disease Control in Atlanta traced a serious outbreak of gastrointestinal illness that was caused by antibiotic-resistant germs. The source of the bacteria, say the investigators, was hamburger from cattle that had been fed the antibiotic chlortetracycline. Declares Dr. Scott Holmberg of the CDC, who led the disease detectives in the yearlong investigation: "We were able to show for the first time ever how an antibiotic-resistant bacterium can actually make its way from the barnyard to the dinner table."

The elegant piece of sleuthing, reported in the *New England Journal of Medicine*, began on Feb. 19, 1983, with a call to the CDC from Michael Osterholm of the Minnesota health department. In the preceding four weeks, ten people in the Minneapolis-St. Paul area had been struck by gastrointestinal illness. The malady, marked by diarrhea, stomach cramps, high fever and vomiting, was severe enough to hospitalize six victims. The culprit was *Salmonella newport*, a strain of bacteria that normally accounts for only a dozen of the salmonellosis cases in the state in a year. Within days, an investigative team had discovered an upsetting but

valuable fact: the bacterium was resistant to the antibiotics ampicillin, carbenicillin and tetracycline.

The most plausible explanation for the outbreak, that there was an unusual food to blame, was quickly rejected. According to Holmberg, "These people had the all-American diet: lots of meat, potatoes and bread." Seven of the ten victims had been taking antibiotics shortly before their illness, raising the possibility that the drugs were tainted. This too was eliminated.

The big break came when Kenneth Senger, the state epidemiologist in South Dakota, reported that there had been four

commonly used by people. Great Britain limited the addition of some drugs to livestock feed in 1971, and other European Community countries followed in 1973. But heavy lobbying by livestock breeders and pharmaceutical companies, which supplied antibiotics worth \$270.9 million to the feed industry in 1983, has blocked a proposed U.S. ban in Congress. In addition, scientists disagree about whether there is a link between human disease and animal antibiotics.

Most scientists do agree that much of the weakened impact of antibiotics can be blamed on doctors who overprescribe antibiotics, ordering them, for example, for virus-caused colds, and on people who use them indiscriminately. Veterinarian Jerry Brunton of the Animal Health Institute, a lobbying group, finds major flaws in the study: "No meat samples were available to indicate that disease-causing



Over a quarter-century, drugs have become a routine part of the livestock diet

cases of infection with antibiotic-resistant *S. newport* in the state in three months. Interviews established that the victims lived on farms six miles apart and that they got their beef from the same nearby feed lot, which routinely added chlortetracycline to the animals' feed. The CDC traced the path of the meat shipments from the feed lot to eight supermarkets patronized by the ten Minnesota victims. All had reported eating hamburgers within a week of the time they became ill.

The report has added new intensity to the debate about antibiotic additives in livestock feed. Since 1977 the Food and Drug Administration has been proposing a ban on the addition to feed of penicillin and tetracycline, two antibiotics widely used to combat human disease. Farmers would be free to substitute antibiotics not

organisms were ever present, nor were such organisms isolated in the meat processing and preparation locations or from the farm where the alleged source animals were raised."

Indeed, the conclusions of the CDC report are "inferential," concedes Epidemiologist Reuel Stallones of the University of Texas, who contributed to a 1980 report from the National Academy of Sciences that found the human health hazards of antibiotic feeds "neither proven nor disproven." But, he adds, "this is the best evidence I've seen up to this time that human illness is somehow linked to the use of antibiotics in animals for growth promotion. This study draws the net much tighter around the issue, but it is still a net, not a rope."

—By Anastasia Tourfexis.  
Reported by Leslie Cauley/Atlanta and Patricia Delaney/Washington

**"My hospital  
should  
provide  
whatever  
care I need."**

As patients, we expect a great deal of our hospitals.

They should be located nearby, have the latest equipment, offer the best skills and whatever services we need.

Yet we know the rising cost of hospital care must be slowed. The primary payers, business and government, demand more cost control.

The future of high quality health care is at stake. How can we keep the best care accessible and affordable?

For hospitals, a new era of change is underway.

To reduce costs, some hospitals will decide to eliminate, or not offer, some services. Not all hospitals will have the most sophisticated, and costly, diagnostic equipment. Full-service trauma centers and emergency rooms, as well as specialized surgical procedures will not be available everywhere.

Instead, there will be more case referrals between hospitals. Less duplication of services may mean less convenience to some patients. They may have to travel farther for care, and sometimes use more than one hospital. But it will be necessary to adapt to a changing system.

While reduced services will directly affect patients, other shared services between hospitals will not. Over 75% of America's 6,000 hospitals already participate in programs for sharing blood banks, laboratories, electronic data and many more common needs.

Hospitals are changing. Attitudes are changing. And the results are encouraging.

The rate of increase in hospital expenses slowed from 15.8 percent in 1982 to 10.2 percent in 1983. And in the first quarter of 1984, the annualized rate of increase was only 5.3 percent.

But one attitude must not change.

Quality of health care must not suffer as a result of cost pressures. Hospitals are determined to maintain the highest standards of care.

Only by working together—hospitals, physicians, business and government—can we keep the highest quality of care accessible and affordable for everyone.

If you share our concern, please share this message. Pass it along to someone you know who cares. And write for our latest economic data, "Hospital Trends: The Leading Indicators," to American Hospital Association, P.O. Box 3431, Dept. 301, Chicago, IL 60654.

**"Hospitals  
should  
eliminate  
costly  
duplication."**

**American Hospital Association**



## Essay

# Rectifying the Border

There is probably no question in American life more likely to set off a political rumble than where to locate the line separating church and state. Raise the subject in the middle of an election year and nothing is more certain to inaugurate a festival of hypocrisy. 1984 is no exception.

No one is exactly sure when the most recent church-state debate began, though it is certain that President Reagan's Dallas prayer-breakfast speech and Walter Mondale's vigorous B'nai B'rith counterattack mark the high points of the current cycle. A low point of sorts was reached when Jesse ("God is not finished with me yet") Jackson declared himself dismayed to find Reagan injecting religion into politics. When Jackson, Reverend and aspiring President, was practically running his campaign out of churches earlier this year, the issue seemed less pressing to him.

Jackson is not the only one suddenly to discover the wall separating church and state as soon as Ronald Reagan and his Evangelical friends began climbing over it. Liberal churchmen and politicians, who for years had nothing but praise for the church's role in the civil rights, antiwar and, most recently, antinuclear movements, have become strict First Amendment constructionists now that abortion and school prayer have turned up on someone else's political agenda.

Why one set of concerns and not another? Why nuclear arms, but not abortion? Last week Senator Kennedy, in a speech that marked his official entry into the debate, explained, "Issues like nuclear arms are inherently public in nature... the church can persuade an individual not to have an abortion; but the church cannot persuade an individual to restrain the nuclear arms race. By its very nature, this is a choice that belongs to the state." So, "to give effect to the moral values of their creed," it is legitimate for churches to influence the state on nuclear weaponry but not on abortion.

But this is perfect nonsense. By Kennedy's logic, the church may legitimately try to influence the state on off-shore drilling, national park policy and collective school prayer (all "inherently public in nature") and not on help for the poor, racial discrimination or even murder (where "the church can persuade the individual"). To argue that the more collective the issue is, the more right the church has to try to influence public policy, is absurd. If anything, the reverse is true. Such attempts to justify a double standard give sophistry a bad name. Why not admit the obvious? That different churches with different conceptions of morality and different social priorities will try to shape the larger society in different ways, and that one should be wary of offering any argument that dismisses *a priori* one set of concerns as illegitimate and another as not.

Ever since Locke, a general rule of liberal democracy has been to exclude matters of religious ritual, belief and practice from the jurisdiction of the state. But is any law that derives from religious beliefs an imposition of religion on others? It is true that many who want the state to restrict (in some cases ban) abortion or pornography or homosexuality derive their views from religious teaching; but many who believe that the state should ban, say, racial discrimination derive their views from religious teaching too. Are they illegitimately imposing their religious views on others? Should they, as opposed to those who derive their opposi-

tion to discrimination from secular sources, be barred on First Amendment grounds from influencing public policy? It is not where a belief comes from that marks it as "religious" and thus outside the political arena, but what its content is.

There are, of course, lines that should not be crossed. The current church-state brouhaha involves, indeed was largely started by, two especially ill-advised crossings. The first is school prayer, and particularly the President's recent handling of the issue. The constitutional amendment on school prayer is about as close as one can come, in the American political context, to advocating state imposition of religious practice. Proponents deny this. One fig leaf is that school prayer will be voluntary. But in the universe of the eight-year-old, and certainly in his school life, very little is voluntary: not homework, nor discipline, nor even attendance.

(The legal system, for example, hardly recognizes the concept of voluntariness when it comes to children: a pedester who claims his victim had sex with him "voluntarily" effectively forfeits his defense.)

Another fig leaf is that neither the state nor any of its officers, including teachers, are to write the prayer. Well then, how will the toddlers know what to say? It appears there is to be some kind of rotational system whereby the Catholic will bring in his prayer one day, the Baptist the next, then the Jew, and so on. This is an exercise not in religion but in anthropology. If public prayer means anything, it means the joining together of individuals in common devotion. This ecclesiastical musical chairs, however, both trivializes religion and offends it, by asking children to join in prayer foreign, perhaps contrary, to their own beliefs.

President Reagan not only advocates school prayer, he calls those who oppose him intolerant. One might argue with equal

plausibility that on this issue his opponents are more tolerant: after all, a cardinal principle of toleration is that the practice of religion should be free and uncoerced, a situation that hardly obtains in the third grade. Many who oppose school prayer support a moment of silence as a serious, denominationally neutral alternative. Is William Rusher, the outspoken conservative publisher of *National Review*, intolerant of religion because he supports a moment of silence? By questioning the religious, indeed the constitutional, *bona fides* of his opponents, the President has crossed a line: the line that in a pluralist society divides civil discourse from demagoguery.

That transgression is not the only source of the current church-state battle. Archbishop John J. O'Connor of New York tested his side of the frontier when he declared, "I don't see how a Catholic in good conscience can vote for a candidate who explicitly supports abortion." At which point Governor Mario Cuomo of New York, a Catholic, took the unusual and politically courageous step of challenging the Archbishop. (Last week Cuomo followed up with a thoughtful meditation, delivered at Notre Dame, on the tension between religious and public morality.)

Did the Archbishop go too far? It is, of course, absurd to tell the church to stay out of politics, if politics is defined as that universe of activity in which people collectively decide what the public good is and how to pursue it. The church teaches moral principles and values, and these inevitably spill over into public affairs, sometimes into actual policy, like civil rights and nuclear



## Essay

arms. But political partisanship—choosing sides in elections, endorsing or vetoing candidates—is another matter altogether.

Partisanship involves the allocation of temporal power. If Thomas Jefferson's famous wall of separation means anything, it is that neither church nor state will try to influence the power relations within the other. And not just for the sake of the state, which two centuries ago may have been more in need of protection. The modern Leviathan looks after itself quite nicely. Today and for its own protection the church ought to be circumspect about too close an embrace of political power. It jeopardizes more than certain privileges, like exemption from taxes. It jeopardizes the church's body and soul: when churches are successful at struggles for temporal power they stand to be corrupted; when unsuccessful, they stand to be persecuted. History and prudence dictate that the ecclesiastical authorities should teach, and leave the question of "who governs" to others.

Still, even two border incursions do not make for all-out war. A little perspective is in order. One gets the impression from the swirl of controversy, from the charges and countercharges in the air, that one side is about to banish the Constitution, the other God. Hardly. The battles of the past few weeks amount not to war but to border rectification.

Moreover, the current debate, if not always enlightening, is healthy. Just as there are cycles of public upheaval and quietude on great issues like nuclear weapons, so too with religion. It is nat-



ural that Americans should periodically vent their feelings about so powerful, though often subterranean, an influence as religion. And then agree to retire to their respective churches for a little meditation, penance perhaps, until the next round.

As a major campaign issue, the church-state debate may not have long to live. Neither Reagan nor Mondale stands to benefit very much from prolonging its life. Each has already succeeded his natural constituency—conservative Catholics and Protestants on one side; Jews, liberal Christians, nonbelievers on the other—and will not gain by further antagonizing his adversaries. The President has already begun to back away, and not before bending a knee at the sacred wall of separation.

And for those who fear that the President will resume his religious crusade after the election, the Democratic Senator from New York had words of reassurance. "I do not think that Ronald Reagan wants to establish a state church," reasoned Daniel Moynihan. "It would require him to attend services more often than he is disposed to do." Moynihan was perhaps trying to make sure that charges of hypocrisy in the current debate do not remain lodged exclusively with liberals. His little witticism, however, points up an important fact: in the U.S. one can hardly speak seriously of the idea of established religion. In America it is the rules that are established; reformers, even insurrectionists, challenge no more than the bylaws. No one, not a President nor an Archbishop, is likely to change that. —By Charles Krauthammer

## Milestones

**BORN.** To Diana, Princess of Wales, 23, and her husband Charles, Prince of Wales, 35, heir to the British throne: their second child, a boy; in the same private suite in London's St. Mary's Hospital in which their son Prince William was born in June 1982, with the Prince in attendance, and heralded by a 41-gun salute from troops in Hyde Park and by the cheers of crowds that had stood outside the hospital since the Princess's arrival early in the morning. Weight: 6 lbs. 14 oz. The newest Prince is third in the line of royal succession, after his father and brother.

**MARRIED.** Nastassja Kinski, 23, German-Polish film star (*The Hotel New Hampshire, Maria's Lovers*); and Ibrahim Moussa, 37, Egyptian-born international representative of Rome's Bulgari jewelry firm and the father of her 2½-month-old son Aljoshah; both for the first time; in New York City.

**JAILED.** Dennis Banks, 53, a Chippewa Indian and co-founder of the militant American Indian Movement, who was convicted of assault and rioting in connection with the February 1973 burning of the Custer, S. Dak., courthouse, but who fled sentencing in 1975 and has lived in sanctuary for the past nine years on Indian reservations in California and New York State; in Rapid City, S. Dak., where he turned himself in and was denied bail. Banks will be sentenced on Oct. 8 and faces a maximum of 15 years in prison.

**HOSPITALIZED.** Barbara Mandrell, 35, bouncy blond country-music queen; for surgery to repair a broken leg and lacerated knee received when her Jaguar was hit head-on in Hendersonville, Tenn., by another car (its driver was killed); in Nashville. She and her two children, ages 14 and 8, were apparently saved by seat belts, which the three had buckled up moments before the crash. The accident will put her concert-touring career on hold for at least four months.

**DIED.** Yilmaz Güney, 47, acclaimed fugitive Turkish film maker who wrote and supervised the direction of the movie *Yol* (The Road) while serving a 19-year prison sentence in Turkey for murder, but who escaped to edit the film and see it share top honors at the 1982 Cannes Film Festival; of cancer; in Paris.

**DIED.** J. Robert Fluor, 62, California conservative who helped build his family's Irvine-based engineering and construction company into one of the nation's largest, and who backed Republican and pro-business candidates and causes with his and his company's considerable resources (\$27.7 million profits on \$5.3 billion in revenues in fiscal 1983); of cancer; in Corona Del Mar, Calif.

**DIED.** Janet Gaynor, 77, diminutive red-haired movie actress of the 1920s and '30s, who won the first Academy Award for Best

Actress in 1929 for her leading roles in three films, *Seventh Heaven, Sunrise and Street Angel*; of pneumonia and the cumulative effects of injuries she received in an auto accident in San Francisco two years ago, in which her husband Producer Paul Gregory and Actress Mary Martin were also hurt; in Palm Springs, Calif. After a twelve-year career, during which she was top box-office attraction in such films as *State Fair, The Farmer Takes a Wife and A Star Is Born*, she retired from the screen in 1939 to marry Dress Designer Gilbert Adrian; until his death in 1959, the couple spent most of their time on a Brazilian ranch. Occasionally emerging from retirement for film, stage and TV roles, she married Gregory in 1964; they lived on a ranch near Desert Palm Springs. Of her life, she once said: "Most people stress the unhappiness in their careers. I had a glorious twelve years in mine, as strange as it seems."

**DIED.** Horace Jerry Voorhis, 83, respected former liberal Democratic Congressman from California whose ten-year political career was abruptly ended in 1946 by a novice Republican named Richard Nixon, after a bruising campaign during which Nixon repeatedly accused passionate New Dealer Voorhis of being soft on Communism; of emphysema; in Claremont, Calif. Voorhis spent the next 20 years as executive director of the Cooperative League of the U.S.A. and never again ran for public office.

© 1983 Toyota Motor Sales, U.S.A., Inc.

The all-new Toyota 4x4s are turning the truck world upside down!

Because they're part of the new generation of Toyota trucks for 1984, the most advanced trucks ever built! None of them is commanding more respect than these rugged, high-stepping 4x4s, designed to bring off-road performance to new heights. Toyota 4x4s have a big, powerful 24 liter SOHC engine and the highest running ground clearance of any small 4x4 truck with exclusive, fully enclosed front axles. No matter what kind of geography you're up against, these 4x4s can tame it. And look great while they're doing it. You can see the improved



aerodynamics in the stylish new wedge-shaped front end with flared fender design and in the new flush surfaces on larger front and side windows. All the 4x4s have new improved rear suspension for more smoothness in the ride than you'd expect from a truck! More room and comfort too, more leg room, and standard on the SR5 4x4AM/FM/MPX stereo and wall-to-wall carpeting. Most 4x4s also have rugged double-wall bed construction. You can even get the new, 7-way adjustable driver's sport seat. If you choose the big new Xtra Cab 4x4, you get even more luxury and



## OH WHAT A FEELING! TOYOTA

room, starting the personal cargo space behind the seats that'll hold anything from tool boxes to water skis. Also in the SR5



Xtracab, the convenience and efficiency of automatic locking front hubs, standard! Toyotas have been the best-selling import 4x4 trucks in America. But Toyota engineering moved ahead anyway. Now this will be the tough act to follow in 4x4s for quite a while!

**MOST ADVANCED TRUCKS EVER BUILT!**

**THE NEW TOYOTA FOUR-WHEEL DRIVE TRUCK.  
IT CAN HANDLE ANYTHING  
IT CAN PUT ITS FOUR WHEELS ON.**



# MUSCLE!

A world of flavor in a low tar.

# MERIT



Low Tar  
'Enriched Flavor.'  
Kings & 100's.



Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

© Philip Morris Inc. 1984

Kings: 9 mg "tar," 0.6 mg nicotine—100's Reg; 11 mg "tar," 0.7 mg nicotine—  
100's Men; 10 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report Mar.'84